

VOLUME 66

FEBRUARY, 1921

NUMBER 5

The INLAND PRINTER



Leading Trade Journal of the World
in the Printing & Allied Industries

Forty Cents



"four-fifths of our publication composition is done by Monotypes . . . there is not much difference in cost, and the superior quality of Monotype inclines us in its favor."

KABLE BROTHERS COMPANY, MOUNT MORRIS, ILL.

(Signed) H. J. KABLE, *Treas. and Sales Mgr.*

SINGLE-TYPE COMPOSITION GETS CUSTOMERS AND KEEPS THEM

130 of 'em!

Straight-matter publications *are* being produced by the Monotype —130 of them, mostly fraternal, in the plant of Kable Brothers alone.

The last stronghold of fallacious argument against "one-type-at-a-time" has given way to indisputable facts.

The simplest kind of work for a typesetting machine is being done at as low a cost, and—Kable Brothers "*decided to change to Monotypes because of the better quality of the composition.*"

The remarkable success of Kable Brothers as a publishing house is evidence that they *know* costs and *know* degrees of quality and *know* the importance of quality in business building.

And there are many others!



LANSTON MONOTYPE MACHINE COMPANY

PHILADELPHIA NEW YORK CHICAGO BOSTON TORONTO BIRMINGHAM

MONOTYPE COMPANY OF CALIFORNIA : SAN FRANCISCO





SNOWFLAKE

Enameled Book

SNOWFLAKE is one of the best-known BUTLER standardized papers. We are very proud of it. It deserves the high favor in which it is held. This long-established coated paper shows itself to be 100% good, considered from any angle of printing and of serviceability. Its delicate whiteness, splendid texture, excellent acceptance of good printing and enduring quality recommend it. It appeals immediately to those who value the choicest medium for circulars, folders, house organs, catalogs and similar jobs of printing. It typifies the BUTLER ideal of Service—to create and supply the best paper for the purpose.

Butler Paper Corporations

New York • Chicago • San Francisco

DISTRIBUTORS OF BUTLER BRANDS—STANDARDIZED PAPER

J. W. Butler Paper Company	Chicago	Central Michigan Paper Company	Grand Rapids
Standard Paper Company	Milwaukee	Butler American Paper Company	Chicago
Butler Paper Company	Detroit	Butler American Paper Company	San Francisco
Mississippi Valley Paper Company	St. Louis	Butler American Paper Company	New York
Missouri-Interstate Paper Company	Kansas City	National Paper & Type Company	New York
Southwestern Paper Company	Dallas	National Paper & Type Company	
Southwestern Paper Company	Houston		South America, Mexico, Cuba
Sierra Paper Company	Los Angeles	Thomas W. Simmons & Co., Inc.	New York
Pacific Coast Paper Company	San Francisco	Thomas W. Simmons & Co., Inc.	San Francisco
Mutual Paper Company	Seattle	Thomas W. Simmons & Co., Inc.	
Endicott Paper Company	Portland		China, Japan, Manila

Butler Paper

"Butler Paper is Better Paper"

*The Aristocrat of the Business
Man's Desk!*

CASTLE BOND

It Prints Well

CLEMENTS PAPER COMPANY

Paper for Printers Exclusively
NASHVILLE, TENNESSEE

USE THESE GLUES—Always!

Flexible Glue

Compounded of No. 1 grade clear hide glue and other high grade materials, it always remains flexible. Used by bookbinders, shoe manufacturers, trunk makers, wood workers, and by scores of others who require a glue which will remain flexible after it dries. Put up in 5, 10, 20, 30, and 60 pound tins; also in 25-pound cakes, when specially ordered in lots of 250 pounds or more.

Send for Catalogue No. 24.

THE COMMERCIAL PASTE COMPANY
COLUMBUS, OHIO

Rubber Tablet Glue

A padding gum made according to our own formula, in our own laboratory. Dries quickly and remains flexible. Cheese cloth not necessary. Does not become stringy nor brittle unless carelessly overheated or burned. Made in white and brilliant red. Put up in 5, 10, 20, 30 and 60 pound tins. Also supplied in 25-pound cakes when specially ordered in lots of 250 pounds or more.

Stop Tape Troubles on the FOLDING MACHINE



Finished Tape

Make folder tapes endless with "SANDERCO" cement. Prepare all the tapes on the machine at one time. Or if preferred, all the tapes on one fold at one time. They dry quickly and run freely over the small pulleys. They last many months and give a uniform period of service. One pound of "Sanderco" and "Special Combing Brush" \$6.25, postpaid. Extra one pound cans \$5.00.

Endless Tape Compound Company
Phipps Power Bldg., Pittsburgh, Pa.



At Last THE PERFECT QUOIN KEY THE ADZIT QUOIN KEY

with reversible and renewable bits. Two extra with each key. Packed in individual cartons. Order from your dealer or send \$2.50 for sample key to the manufacturer.

Adzit Printers Supply Company
Grand Rapids, Mich.

We also manufacture the Adzit Galley Lock—for Pressed Steel Galleys.
Ask for sample.

The INLAND PRINTER

Vol. 66, No. 5 HARRY HILLMAN, Editor February, 1921

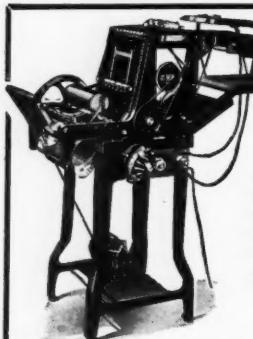
Published Monthly by

THE INLAND PRINTER COMPANY

632 Sherman Street, Chicago, U. S. A.
New York Advertising Office, 41 Park Row

TERMS—United States, \$4 a year in advance; single copy, 40c.
Canada, \$4.50; single copy, 45c. Foreign, \$5 a year; single copy, 50c.

Entered as second-class matter, June 25, 1885, at the postoffice at
Chicago, Illinois, under Act of March 3, 1879.



The Do-More Automatic
Process Embosser

Printing and Embossing

with IMPROVED MACHINES

that will save you
money and increase the
quality and quantity
of your printing products.

The Typo-Embosser is Our Improved Process Embossing Machine.
With double heater will take any size of stock up to 12 inches wide.

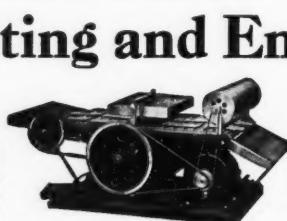
Write for our booklet No. 10 today.

Automatic Printing Devices Co.

Patentees and Manufacturers
Second and Minna St., San Francisco, Cal.

TERRITORY
NOW
OPEN

WRITE
FOR EXCLUSIVE
AGENCIES



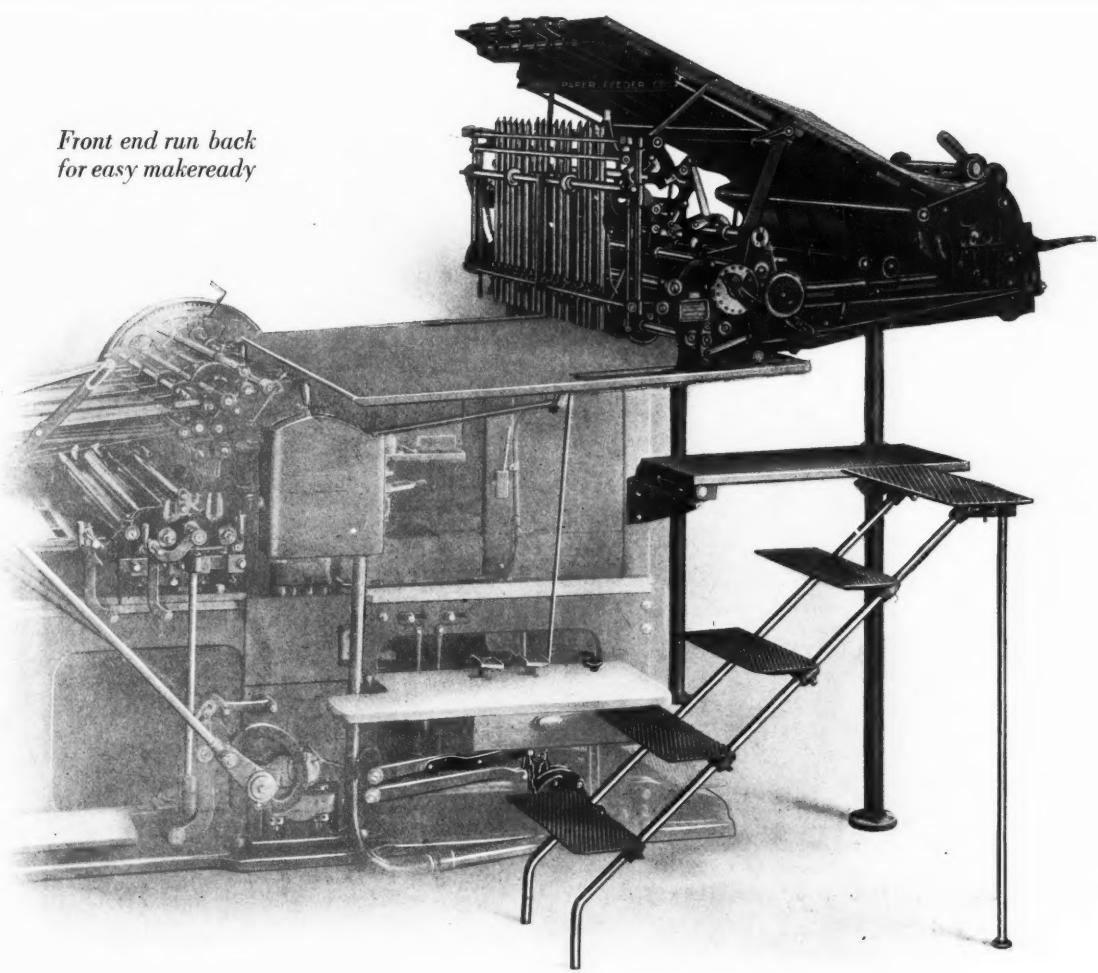
The Typo-Embosser

The Automatic Card
Printing Press has
demonstrated to many its
profitable operation on card
printing.

The Do-More Auto-
matic Embosser
Feeds, Powders, Embosses
and Stacks just as fast as
pressmen pull the prints off
the press.



The Automatic
Card Printing Machine



CROSS CONTINUOUS FEEDER

Simple, positive, accurate—loads while running

Ease of adjustment, positive separation of paper, quickness of size changes, are some of the advantages we want you to discuss with users.

Write today for a list of satisfied Cross owners in your locality.

DEXTER FOLDER COMPANY, 200 Fifth Avenue, New York

*Folders, Cross Continuous Feeders, Dexter Feeders, Inserting, Covering
and Wire Stitching Machines*

CHICAGO

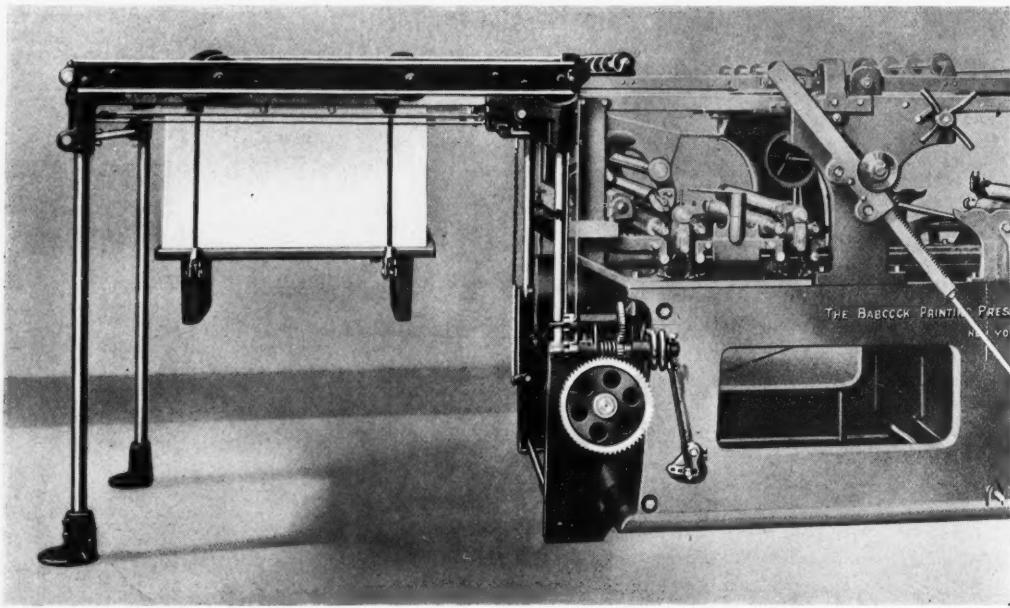
PHILADELPHIA

BOSTON

DALLAS

ATLANTA

SAN FRANCISCO



The manufacturer who claims that his product has not required an improving change in years, might just as logically claim that the telephone is a luxury.

EDMUND A. CHANDLER

To Our Patrons since the "Old Days"

BESIDES anticipating the needs of Printers by keeping the efficiency standards of the "OPTIMUS" years ahead of other printing presses, we have also been mindful of the welfare of *our early patrons*.

Careful consideration of the application of each feature introduced has enabled us to give modern operating advantages to the plant owner who has standardized on Babcock Equipment *without his making radical changes on his older presses*.

For Example—The Babcock Extended Delivery has been introduced since the advent of the Universal Equipment "OPTIMUS," yet—it may be attached to any 4-roller "OPTIMUS" since (and including) Serial No. 2869, and to *some even older sizes*.

The Babcock Printing Press Manufacturing Co.

Main Office & Factory New London, Connecticut

New York Office 38 Park Row

BARNHART BROS. & SPINDLER, General Western Agents, Chicago, St. Louis, Dallas, Kansas City, Omaha, St. Paul, Seattle
 MILLER & RICHARD, General Agents for Canada, Toronto (Ontario) and Winnipeg, (Manitoba)
 JOHN HADDON & COMPANY, Agents, London, Eng. GORDON & GOTCH, General Agents for Australia
 NATIONAL PAPER & TYPE COMPANY, General Agents for Mexico, Central America and South America
 LETTERGIETERIJ "AMSTERDAM," General Agents for Holland, Belgium and the Dutch Possessions
 HANSEN & SKOTVEDT, General Agents for Norway KARL M. GRONBERG, Agent for Sweden F. L. BIE, Agent for Denmark

"Our Best Advertisements are not Printed—They Print"



And it is scuff-proof—

"READ from cover to cover—" how often you have heard that expression. But what if there is no cover? When a book has been carelessly handled and piece by piece the cover finds its way to the wastebasket, the book is pretty sure to follow. You just don't want it around.

A Fabrikoid binding will keep that book or catalog in service. It is a tough, sturdy material that isn't easily damaged with mistreatment. It is scuff-proof, stain-proof, grease-proof and water-proof—it can be cleaned with just soap and water.

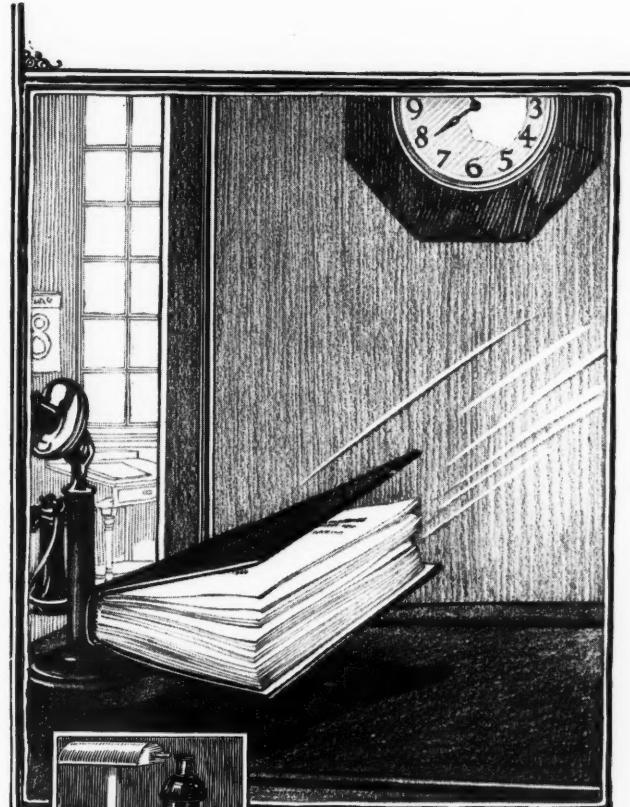
Fabrikoid is easily worked—cuts with practically no waste—pastes and stitches readily—embosses and stamps beautifully.

This binding material is much more economical than any grade of leather. Its first cost is a little more than paper or cloth, to be sure, but it is more than justified by the result. A Fabrikoid binding assures a favorable reception. You can get some novel and striking effects with the great choice of colors and grains offered.

Send for a specimen binding and information.

E. I. du Pont de Nemours & Co., Inc.
Sales Department: Fabrikoid Division
Wilmington, Delaware

Branch Offices:
Boston Chicago Columbus Detroit
Indianapolis San Francisco
21 E. 40th Street, N. Y. C.
Plant: Newburgh, N. Y.



Grease, dirt and ink stains will not mar the beauty of a Fabrikoid binding.

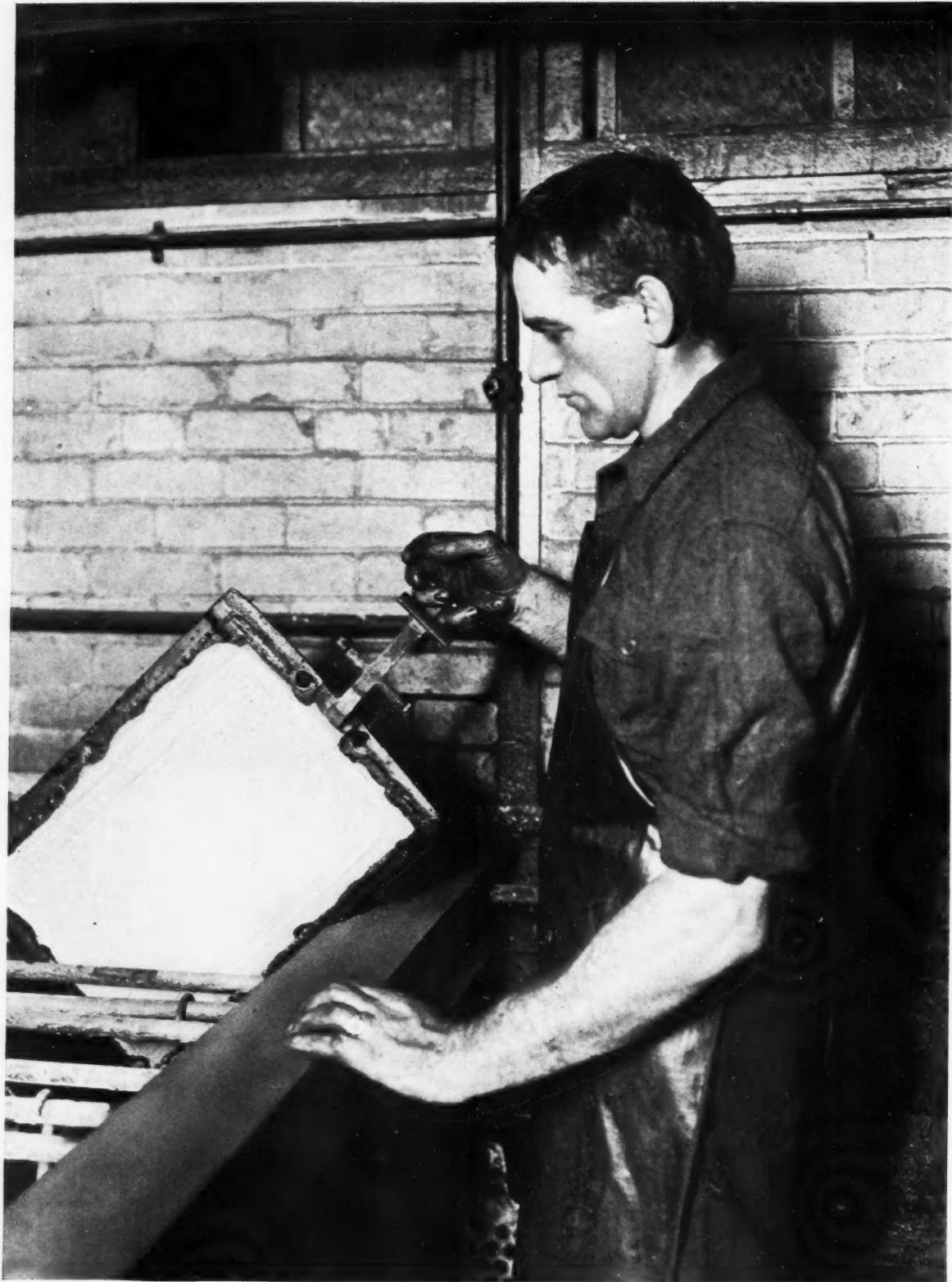


Fabrikoid is made in all desirable colors and never fades.



Rich, distinctive effects are obtained with Fabrikoid bindings.

FABRIKOID



Get this arm—'tis no wasted limb!

Royal Solutions *and their upkeep* by John H. Glaser

His  *Mark*

WE CAN'T say a word about Glaser until we explain that his shop name is "Henny."

Then, we must tell you that he's bigger than he looks in the picture—in fact, he's a *giant*.

Twenty-two years he has *worked* in the electrotyping industry. It's a habit with "Henny"—working every minute of each eight hours. And he has kept it up for ten years with us. He is assistant foreman—in charge of the copper solution. It is his duty to see that no job

is slighted and that every customer gets the prescribed number of ounces of copper in his shell.

Upon "Henny's" shoulders, therefore, rests the responsibility for the press life of Royal Electrotypes. Until he is satisfied no job can be pulled out of the deposition tank. Royal's reputation and the customer's satisfaction are the two factors "Henny" has in mind all the time.

And we are very glad indeed to leave them both in his keeping.

Here's to "Henny"!

**Royal Electrotyping Company
Philadelphia, Pa.**

Member International Association of Electrotypers



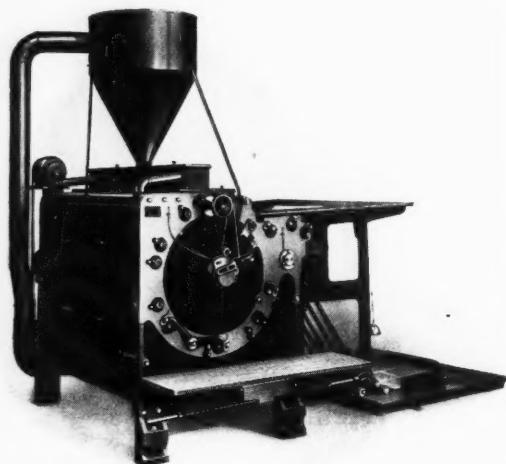
United Printing Machinery Company



80% TO 90%

of all Bronzed Work done
in this country in the last
two years has been done on

**U. P. M.
Vacuum Bronzers**



80% TO 90%

of all Vacuum Bronzing
Machines bought by Amer-
ican users in the last two
years have been

**U. P. M.
Vacuum Bronzers**

**The ONLY
Known Means**

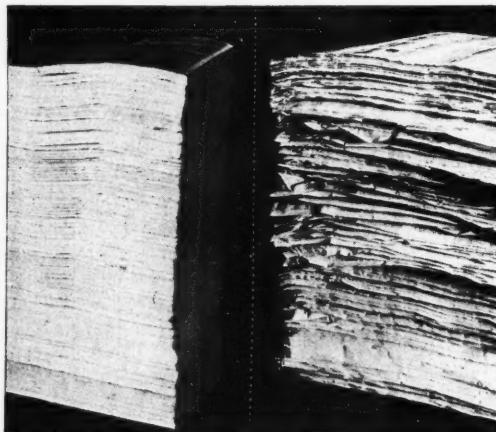
of entirely
eliminating static
electricity is

**The
Chapman
Electric
Neutralizer**

Makes presses deliver light paper

like ↓
this

instead of ↓
like this



UNITED PRINTING MACHINERY COMPANY

**83 BROAD STREET
BOSTON**

**38 PARK ROW
NEW YORK**

**604 FISHER BUILDING
CHICAGO**

REPRODUCTIONS

Velvety qualities of etchings
Subtle values in Works of Art
Atmospheric effects of nature
Sheen of silks and textiles
Lights and reflections of machinery
Character and line of the human form
Are all enhanced by the undertone
Uniquely developed by

*Doubletone &
Ullmanine Inks*

(*Registered*)

SIGMUND ULLMAN COMPANY

HOME OFFICE

Park Ave. and 146th St.
Tel., Mott Haven 1330-1331

DOWNTOWN OFFICE

466 Broome Street
Tel., Spring 8636-8367

NEW YORK

501-509 Plymouth Court
Tel., Harrison 4491-4492

CHICAGO

PRESSES



Gordon
presses
referred to
below.

The Hugh Stephens Company JEFFERSON CITY, MO.

AMONG the larger printers of the central west, there are probably none that enjoy a more enviable reputation than The Hugh Stephens Co.

Like other well established printers, this concern has become known partly through the high class work turned out on their ever-growing battery of Chandler & Price Gordons.

They claim recently to have saved 90 hours by running a 5-color booklet on their platen presses.

Write for booklet "The Profit in Printing."

Chandler
The Chandler & Price Co., Cleveland, O.

CUTTERS



*Chandler
& Price Cutter
referred to below.*

Hinchliffe Printing Company CLEVELAND, OHIO

AMONG the printing concerns now using Chandler & Price Cutters is the Hinchliffe Printing Company of Cleveland.

This company has long been known for work high class in every detail. The absolute necessity of *accurate* cutting in producing such work has made them enthusiastic users of the Chandler & Price cutter.

It is only logical that the Chandler & Price Company, pioneers and leaders in the modern printing industry, should build superior cutters.

Write for literature on cutters

Chandler & Price

Agencies in All Principal Cities

The Chandler & Price Semi-Steel Chase—Guaranteed Against Breakage →

The Sheridan 12 In. Horizontal Coverer

The time to conserve is now. Eliminate the high cost of pamphlet covering by installing a Sheridan 12" Horizontal Coverer

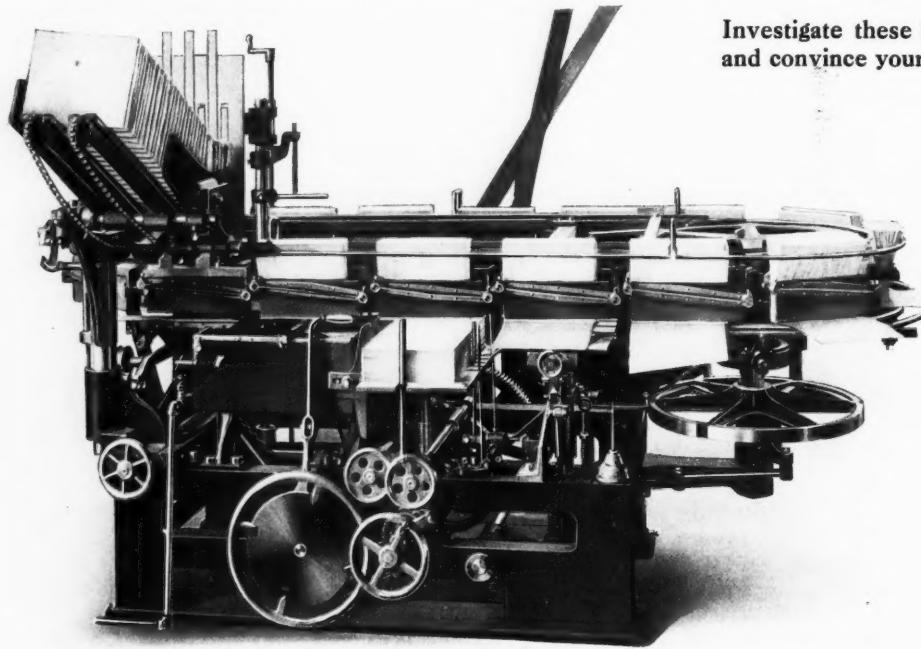
For wire stitched pamphlets, where the daily output is not more than twenty thousand, this machine is by far the most efficient and economical on the market.

For the Job Bindery, this is the machine—easily changed for different sizes—will handle work $5 \times 7\frac{1}{2}$ up to $9 \times 12\frac{1}{2}$, and up to $1\frac{1}{2}$ " in thickness.

Price \$4,000.00. Output up to 20,000 books a day

Product a beautifully covered book, far superior and more uniform than a hand covered book. Spoilage eliminated—Saving of floor space and saving of glue enormous.

Investigate these facts
and convince yourself.



Other Time and Labor Saving Machines

The new Sheridan Continuous Coverers and Binders will easily handle over twenty-five thousand books per day.

The new Gullberg & Smith Book Gatherer—The machine that thinks. It cuts the cost of gathering in half, eliminates spoilage, and saves two-thirds of the floor space.

The new Sheridan Case-Maker produces from ten to fifteen thousand cases per day. Only one operator required.

Write for full particulars.

T. W. & C. B. SHERIDAN CO.

NEW YORK, 401 Broadway

CHICAGO, 609 So. Clark St.

THE FUCHS & LANG MFG. CO.

Inspiring Confidence and Making Good

Rutherford Forty Black Ink

When we developed the Rutherford Forty Black, we had an ink that was right in every way.

It is a splendid ink and we are sincere when we say it is the best ink for the money that can be made.

We have faith in our Rutherford Forty and the printers throughout the country will have faith in it after they have tried it; those who have tried it have written for more. We ask all printers to try this ink.

It sells for 40¢ per lb. in lots of 25 lbs. or more and will run on any kind of book paper.

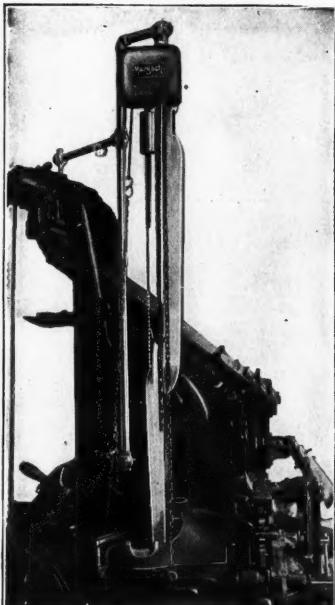
THE FUCHS & LANG MFG. CO.

119 West 40th Street
New York, N. Y.

120 West Illinois Street
Chicago, Ill.

142 North Fourth Street
Philadelphia, Pa.

Factories: Rutherford, New Jersey



The Margach Metal Feeder **\$75.00**

Can be applied to any slug or single type casting machine. It will save you \$1.00 per day per machine. The MARGACH has been endorsed by nearly a thousand users.

For further information
call or write.

MARGACH METAL FEEDER
Linotype, Intertype, Ludlow and Elrod.
Gas or Electric.

The PRINTERS SUPPLY CO.

Linotype Parts and Supplies

137-139 Grand Street, New York

HERMAN DIAMOND

L. G. DOOLEY

Please Mention THE INLAND PRINTER When Writing to Advertisers.

The

Golding Art Jobber

No. 18
12 x 18



Most Efficient Hand-Feed Press Ever Developed

DESIGNED to produce the highest quality of Commercial and Art Printing at the minimum cost, the Golding Art Jobber No. 18—12 x 18—has gained, through years of practical work in printing establishments located in all parts of the world, the reputation of being the most efficient hand-feed press ever developed.

Distribution of ink is secured by an automatic Brayer Art Fountain and a Duplex Distributor. Double distribution to the single impression.

Wedge-Impression Adjustment located in bed provides a quick and easy make ready.

Platen and Rocker are merged into one massive casting to provide greater impressional strength.

Eccentric Shaft Throw-off makes it possible to save the impression within half an inch of the point of imprinting.

Automatic Quick-Stop Brake and Release enables one to stop the press instantly, while running at any speed, without damage to the machine.

Very Durable. Parts work from positive fixed centers. No sliding cams or surface-wearing units.

High Speed. Many printers average 12,000 to 14,000 impressions per eight hour day.

Prices on application

Golding Manufacturing Co.

Franklin, Mass.

Printing Presses, Paper Cutters, Tools

For sale by the American Type Founders Co., also Type Founders and Dealers generally.



A Dowd Knife

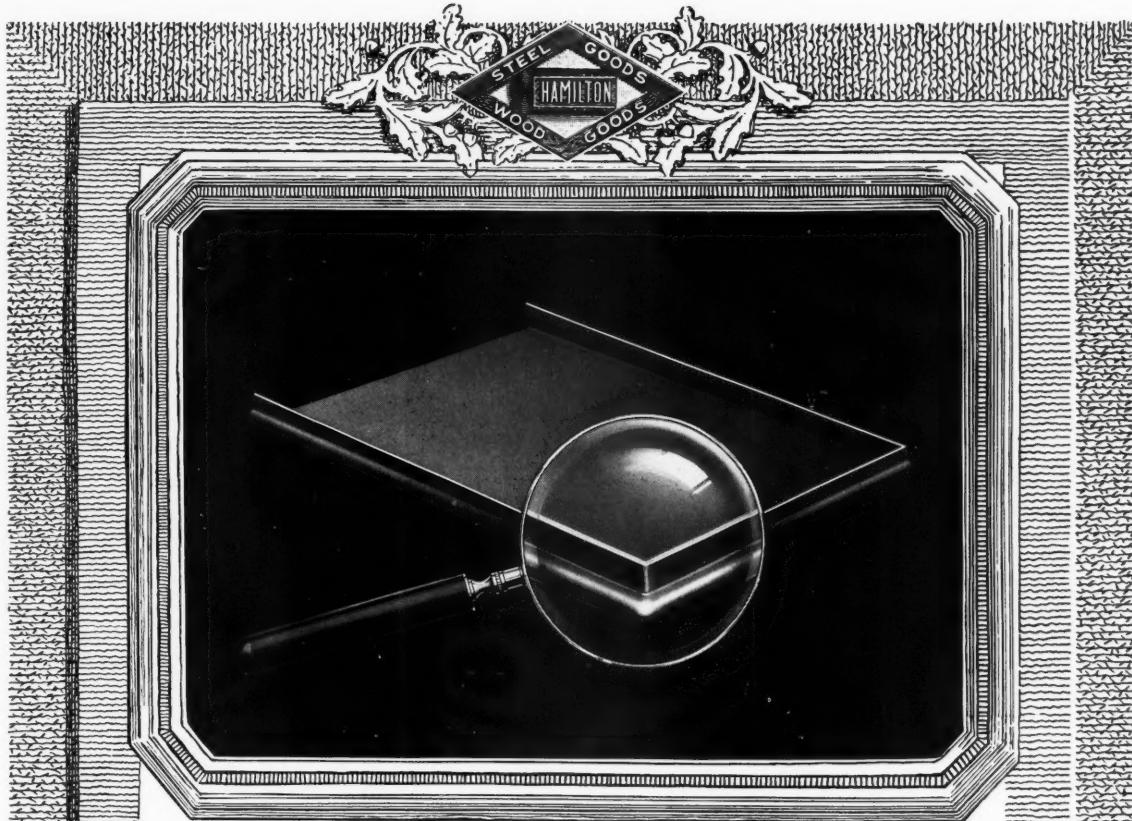
He who cuts costs builds profits. A DOWD Knife on a paper cutter increases output and improves quality at the same time. Are your paper cutters equipped with DOWD Knives? You sacrifice profits every day they are not.

DOWD Knives are forged from the highest quality of Swedish tool steel, specially heat treated, beveled just so, tempered exactly right and ground to a keen edge.

The tough, hardened steel resists wear and fracture. The edge lasts. DOWD Knives mean knife satisfaction and economy. Order DOWD Knives by name.

*DOWD of Beloit will answer
any questions about knives.*

R.J. Dowd Knife Works
Makers of better cutting knives since 1847
Beloit, Wis.



GOOD vs. BETTER

The Hamilton One-piece Galley (patented) shown in the above illustration is invariably specified by the discriminating printer. No rivets, no welding, no joints. A solid galley stamped from one piece of steel. Made possible only by the installation of special machinery—mammoth presses and elaborate dies. If you haven't had an opportunity to examine them, write for a sample.

KEEP POSTED! "Your success very greatly depends upon keen discernment in the matter of values, and the exercise of a wise discrimination. The eternal law of progress is ever remorseless—even that which is "good" must give way to that which is BETTER. To know and adopt the superior inevitably tends to determine your own ultimate classification."

—Socrates.

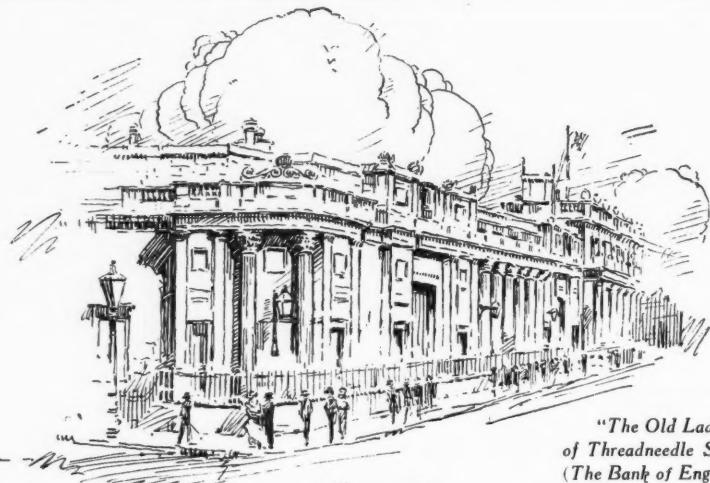
This wise saying by the old Greek is very pertinent when used as a sales argument for the above-illustrated article, and we have found that a word to the wise is sufficient.

The Hamilton Manufacturing Co.

Eastern House: Rahway, N. J.

Two Rivers, Wisconsin

Hamilton Goods are for sale by All Prominent Type Founders and Dealers Everywhere



"The Old Lady
of Threadneedle Street"
(The Bank of England).

Printing Rupee Notes for British India

"*The Old Lady of Threadneedle Street*" uses a Battery of "Colt's Armory" Platen Presses for Printing the Rupee Notes of British India.

The plates are gun-metal, type-high, engraved in relief; and each denomination of note is made ready on a separate, interchangeable sheet of shrunken parchment. Consequently, the impression is knife-sharp, wholly devoid of indentations, and the effect is equal to that of so-called "steel-plate." While this is a most perfect example of high grade letterpress printing it is yet well within the range of any Master Printer.

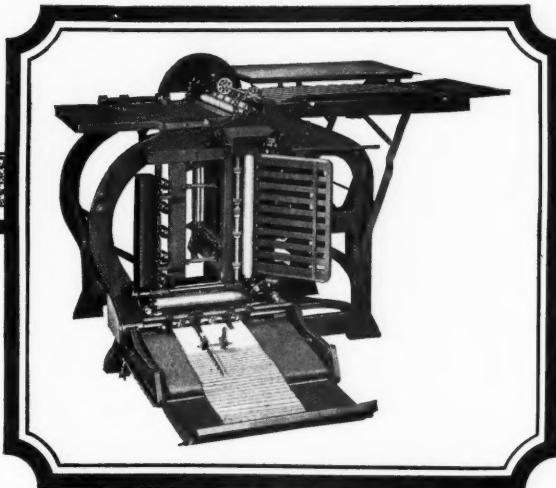
The application of the foregoing illustration is that with our "Colt's Armory" or "Laureate" Presses, you have the essential equipment wherewith to furnish such a quality of product as is bound not

only to best satisfy your client but to command the highest rate of recompense. There's more room at the top than at the bottom.

We shall be very much pleased to send you our catalogue.



JOHN THOMSON PRESS AND MANUFACTURING CO.
Offices, 253 Broadway, New York *Factory, Long Island City*



Versatility + Accuracy + Economy

THE COMBINATION THAT INSURES MAXIMUM BINDERY EFFICIENCY

No other machine in your printing plant has this combination of merit points, so essential for efficient work and adequate profits. In the production of every job that goes thru your shop you must select from and use only a part of your entire stock and equipment—

You select type faces, paper stocks, inks, etc. Then you select and use only *one* of your several presses because of the *limitations* of the various machines, the requirements of the job to be printed, and the degree of accuracy and economy that is necessary. In the bindery, however, you fold *all* the various jobs on *one* "Cleveland" Folding

Machine, most accurately, most quickly and most economically.

The "Cleveland" insures this combination of results if the job is a large catalog, a broadside, or a small run of four-page leaflets. It folds 191 different forms—all the so-called "standard" forms and scores of other forms that cannot be folded on any other machine.

Just consider what it would mean to you to be equipped like this, and then ask us to have our representative explain the proposition to you in detail.

THE CLEVELAND FOLDING MACHINE CO.

GENERAL OFFICES AND FACTORY: CLEVELAND

Aeolian Building, NEW YORK

101 Milk St., BOSTON

The Bourse, PHILADELPHIA

532 S. Clark St., CHICAGO

824 Balfour Bldg., SAN FRANCISCO



Diamond Power Paper Cutters

Meet every possible production requirement expected of a modern Power Paper Cutter and excel in Speed, Accuracy, Durability, Safety and unusual Convenience in Operating.

Made in Three Sizes, 30 Inches, 32 Inches and 34 Inches

DIAMOND POWER CUTTERS have the "double-shear" or dip cut, making the cut smoothly, quickly and without drawing the stock. No "stall" or spring on the heaviest cuts. Note the strong, unyielding one-piece base, the massive side frames and extra heavy and rigid knife-bar with its three adjusting screws. Has triple-split interlocking back gauge, coming close to extra long side gauges on both sides, and steel tape back gauge indicator which can be easily locked. Many other features that will appeal to you.

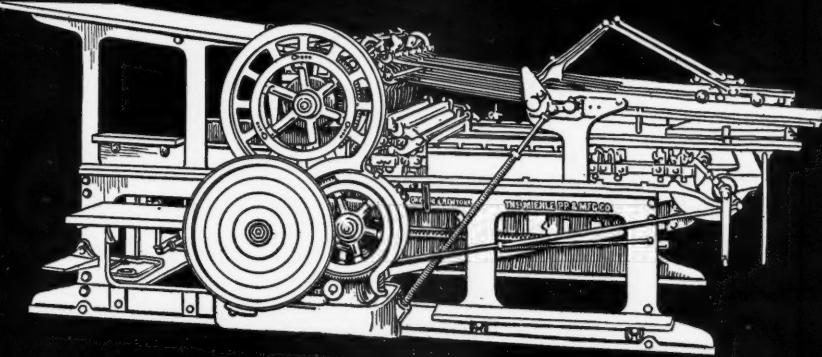
SEND FOR FULL PARTICULARS AND PRICES—SOLD AND GUARANTEED BY ALL DEALERS

**THE CHALLENGE
MACHINERY CO.**

Challenge
creations
for
Printers

MAIN OFFICE AND FACTORY
Grand Haven, Mich., U.S.A.
CHICAGO
124 S. Wells Street
NEW YORK
71 West 23d Street

The Miehle



THE MIEHLE PRICE

THE Miehle is sold at a price figured fairly upon its cost of production.

There is no thought of "what the traffic will bear"; there is no "market price" to be considered.

In over thirty years, there has been no opportunity to learn what the life limit of the Miehle may be. Consequently, in the fixing of its selling price, there is no occasion to take into consideration loss on an old press taken in part payment for a new.

When you buy a Miehle, you pay a standard price figured fairly upon its cost of production.

MIEHLE PRINTING PRESS & MFG. CO.

Principal Office: Fourteenth and Robey Streets, Chicago

Sales Offices in the United States

CHICAGO, ILL., 1218 Monadnock Block
NEW YORK, N. Y., 2840 Woolworth Bldg.
ATLANTA, GA., Dodson Printers Supply Co.

PHILADELPHIA, PA., Commonwealth Trust Bldg.
DALLAS, TEX., 611 Deere Bldg.

BOSTON, MASS., 176 Federal St.
SAN FRANCISCO, CAL., 693 Mission St.

DISTRIBUTORS for CANADA: Toronto Type Foundry Co., Ltd., Toronto, Can.

YOU NEVER HEARD OF A MIEHLE BEING SCRAPPED

DISPLAY COMPOSITION CABINET K-247

A Moderate-Priced Cabinet

K-247 Composition cabinet contains 50 full size, regular depth California Job cases with routed label holders. Four inch projecting fronts. Case side has full length bank convenient for quarter cases, galleys, copy, etc. Back and ends full paneled. If desired, 44 extra-depth cases can be substituted for the 50 regular depth. Floor space, 22 x 70 inches.

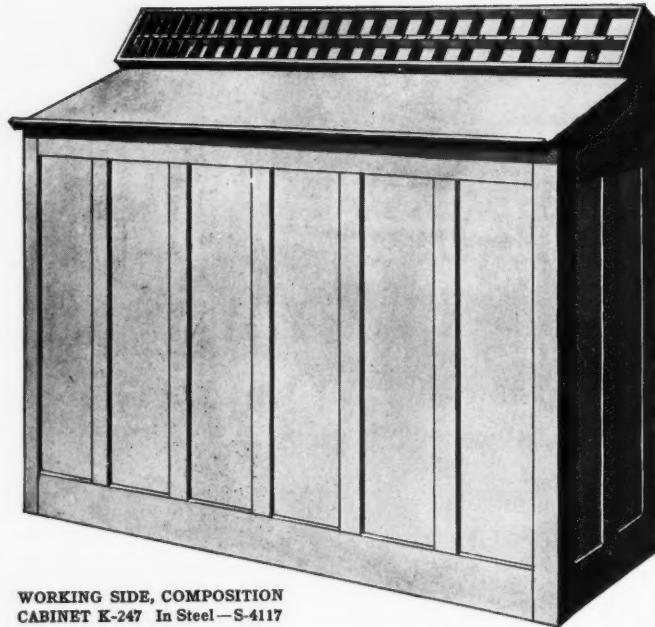
Fifty Type Cases

Floor Space Only 22x70 Inches



CASE SIDE—COMPOSITION CABINET—K-247
In Steel—S-4117

An Excellent Cabinet for Limited Working Space



WORKING SIDE, COMPOSITION
CABINET K-247 In Steel—S-4117

Working Side of Composition Cabinet **K-247**

Has working bank $16\frac{3}{4}$ x 72 inches, will take two full size cases. Full length, double depth lead and slug case, to hold lengths 4 to 28 ems, with metal number plates. Paneled ends and back. Finished in antique oak or dark olive green gloss enamel.

*This Cabinet is a
Real Space Saver*

KRAMER WOODWORKING CO.

THIRD AND CUMBERLAND STS.

CONTINUOUSLY
SINCE 1797

PHILADELPHIA, PENNSYLVANIA

NETTACO POSTCARD

The
Mill Price List

&
Folio-Framed
Mosqueta-Framed
Sterling-Framed
Western-Framed
Engraving-Framed
Western Wall Laths
Western Paper
Western Glass
Western Painted
Western Cover
Western Bond
Western Tin
Ornate Board
Western Painted
Western Post Card

NETTACO POSTCARD

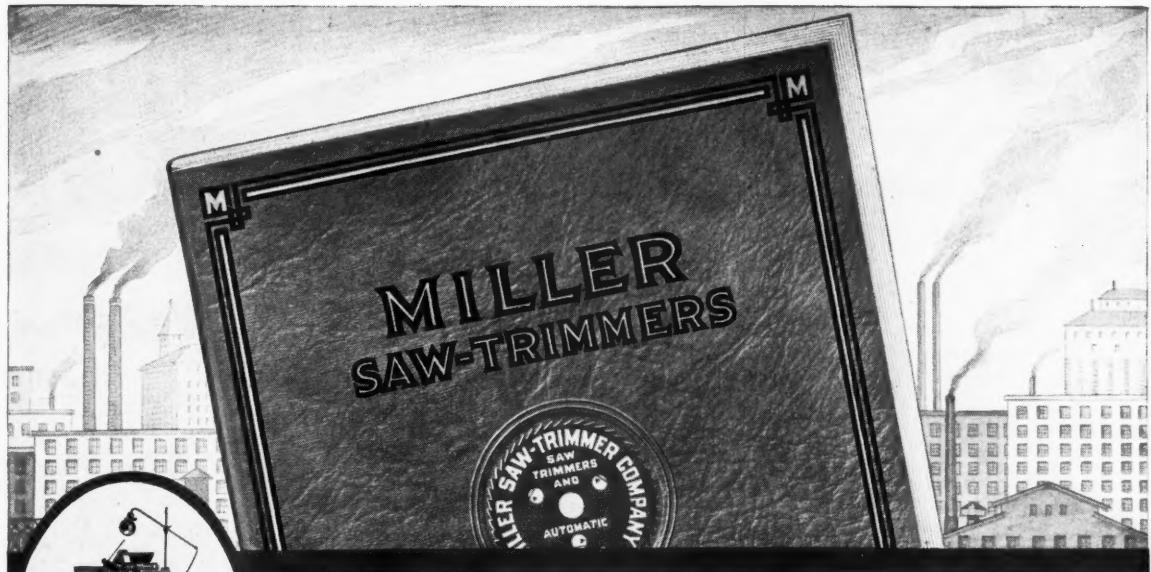


The Westvaco Brands of the West Virginia Pulp & Paper Company are stocked and sold exclusively by the following distributors through the **MILL PRICE LIST**:

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BOSTON	The Arnold-Roberts Company
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WASHINGTON, D.C.	
NORFOLK, VA.	
YORK, PA.	
CHICAGO and	
NEW YORK	. The West Virginia Pulp & Paper Company

Be Sure Your Name Is On the Mailing List of Our Nearest Distributor So That You Receive the Mill Price List Each Month.

This insert is not a sample of any of the papers advertised



You Need This New Miller Catalogue



BECAUSE it is more than an ordinary catalogue merely illustrating and describing MILLER UNIVERSAL, SPECIAL-PURPOSE and PRINTERS BENCH SAW-TRIMMERS—it is a valuable treatise, a *record of progress* if you please, setting forth the most efficient and latest approved composing room methods.

You will find clearly pictured and explained, the various practical operations of sawing, trimming, mitering, grinding, undercutting, mortising, notching, beveling, rabbeting, routing, drilling, jig-sawing, broaching, planing type-high and many other ingenious Miller operations which may be employed to your advantage and profit.

You'll be vitally interested in what the book reveals regarding conditions in your own shop—how your men are confronted every day with various kinds of cutting, sawing and trimming jobs and how they are forced to tackle these jobs with hand tools—possibly explaining why time tickets get top heavy.

If you have not already received a copy of the new Miller Saw-Trimmer Catalogue, it will pay you to drop us a line at once, on your business letterhead, as a means of making sure you are not overlooked.

MILLER SAW-TRIMMER COMPANY
PITTSBURGH, U. S. A.

Manufacturers of
**Miller Automatic
Feeders**

BRANCHES: Atlanta — Boston — Chicago — Dallas — New York — Philadelphia — San Francisco

GET READY

to meet changed conditions

Printing, like other lines, must now face vastly changed conditions. It is no longer a question of finding a printer in shape to get work out promptly. Quality and price are going to play the leading parts in 1921.

Some printers are sitting around, fretting and worrying; but others are thinking keenly and planning wisely. When business picks up again, it is the latter who will be the first to benefit, and who will continue to lead.

Right now, when you are not rushed, is the time to get ready for the new conditions. Find out, by comparative tests, whether the materials you have been using are the best for producing fine printing and for saving time and labor. The use of the right ink corrector, for instance, can greatly improve the quality of your presswork and effect distinct savings of labor and press-time.

Make a thorough test of REDUCOL in comparison with the ink corrector you are now using. Order 5 or 10 lbs. on approval. Use it 30 days. At the end of that time, if you and your pressmen are not satisfied that REDUCOL is better than what you are now using, tell us so, and we will cancel our charge.

Here's what REDUCOL does: It absolutely eliminates picking and mottling. It gives you

much better distribution, which means not only better, easier work, but also a saving of 10% to 50% on ink. Although neither a dryer nor a non-dryer, REDUCOL has a marked tendency to cut down slip-sheeting and offset. On color work REDUCOL prevents crystallization, thus permitting perfect overlapping. It retains the full brilliancy of colors, and keeps fine line cuts clean, because it softens the ink instead of thinning it. It is a good preservative for rollers.

Here's our proposition: We want you to compare REDUCOL with any or every other ink corrector on the market. We offer to send it to any reputable printing house on approval, backed by our unconditional guarantee that it will produce the results named above. That's fair, isn't it?



Send in your trial order today
for 5 or 10 lbs., at 65c per lb.

INDIANA CHEMICAL & MFG. Co.

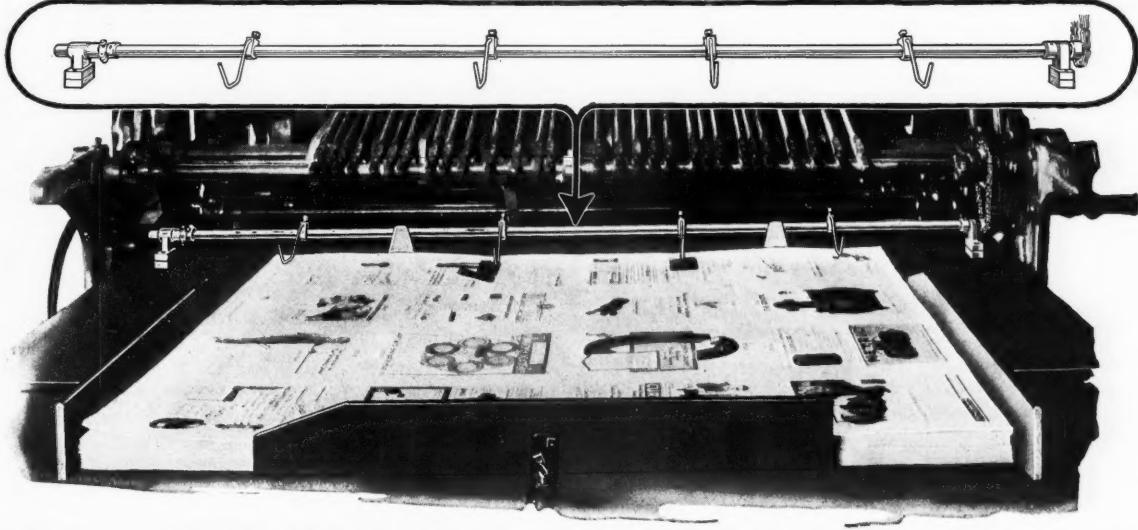
Dept. I-1, 135 S. East St., Indianapolis, Ind., U. S. A.

23-25 E. 26th St., New York City
Pacific Coast Agents: Geo. Russell Reed Co.
San Francisco, Seattle, Portland

608 S. Dearborn St., Chicago
Canadian Agents: Manton Bros.
Toronto, Montreal, Winnipeg

DOWN go pressroom costs up goes PRODUCTION

When you Install



The "WAYFIELD DOUBLEFLY"

THIS simple extra fly absolutely prevents turned corners and the losses turned corners cause. It saves pressmen's and feeders' time, wastage of stock, short counts, double inking, stops for wash-ups from sheets getting on rollers. It does away with all the make-shifts that have never solved the turned corner problem. It is just what you have been looking for—will pay for itself in no time in your pressroom and bindery.

The "DOUBLEFLY" comes into action just as the printed sheet is delivered to jogger and holds it down while regular fly is returning. The sheet corners cannot turn because the "DOUBLEFLY" smooths them out as neatly as the fingers of a human hand.

Has proved its value for more than a year in biggest shops in Chicago and elsewhere.

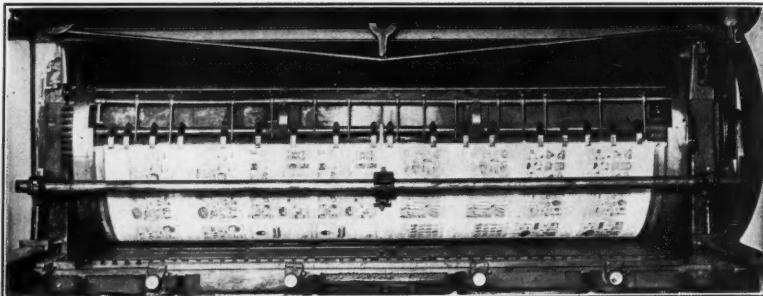
Let us refer you to users, tell you where you can see it work, or better still

Put a "DOUBLEFLY" on one of your presses on 30 days' trial

If you are not satisfied do not pay us a penny. We are so sure the "DOUBLEFLY" will make good we are pleased to install it at our risk. Write, wire or phone today for demonstration.

638 Federal St., Chicago WM. A. FIELD COMPANY 38 Park Row, New York
Manufacturers of Equipment for Printers, Engravers and Electrotypers

Cut or Perforate as Accurately as You Print



Ordinary slitting or perforating on a cylinder press depends on chance for accuracy.

The Hoff Combination Slitter and Perforator

takes the uncertainty out of this work. The grippers hold the sheet and the device is geared to the press—no chance for the work to be out of register. The

sheet is under perfect control at all times, giving you a perfect cut or perforation. Takes care of anything from onion skin to cardboard. As many extra slitter or perforator blades can be used as the job may require.

Full information and particulars are yours for the asking. In writing be sure to give the names and models of your presses.

Leslie D. Hoff Manufacturing Company

Office: 15 MAY STREET

NEWARK, NEW JERSEY

Or Any Dealer in Printers' Supplies

Maximum Speed
200 Stitches
per
Minute

No. 17 Boston
with Four
Heads and
Flat and Saddle
Table

The BOSTON
PAMPHLET AND CHECK BOOK
WIRE STITCHER NO. 17

TWO to six heads, capacity one-fourth of an inch, flat and saddle table, high speed, single adjustment for all parts, every feature for both flat check book or saddle pamphlet wire stitching. Write for descriptive circular

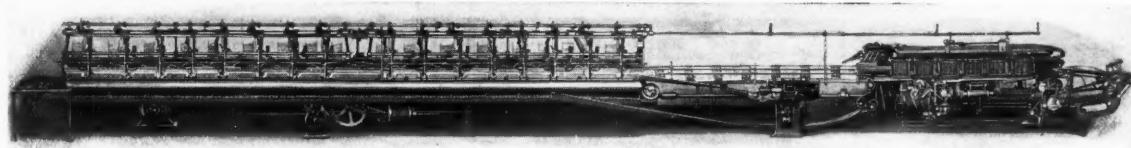
AMERICAN
TYPE FOUNDERS COMPANY

General Selling Agent for Boston Wire Stitchers

SET IN MEMBERS OF THE GOUZY FAMILY

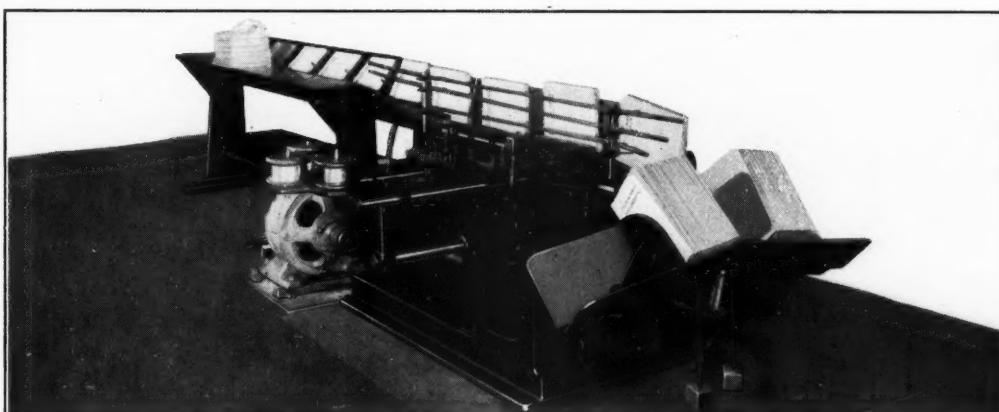
JUENGST Gatherer, Stitcher and Coverer

THE ONLY MACHINE that will Gather, Jog, Stitch
and Cover Books, all while in Continuous Motion



Will detect missing inserts or doublets.
Will gather any signatures from singles up, on any kind of stock.
Built in combination or in single units.

Has no equal for Edition Books.



Juengst Continuous Side Stitcher

The only stitcher that will drive 1, 2, 3 or 4 staples without stopping the book.

Built as a separate unit, with feed table and delivery.

Let Us Solve Your Bindery Troubles
and give you accurate books, better books, and more books, at less cost.

AMERICAN ASSEMBLING MACHINE CO., Inc.
416 N. Y. World Building, New York City

Between the Devil and the Deep Sea

How Would You Like to be AN ELECTROTYPER?

The electrotyper is always willing, and generally competent, to advise with the printer about the best ways of making up forms for electrotyping; the speed with which he can handle forms on any order and the service he can give on delivery. Beyond this the electrotyper should not be expected to go and accept responsibility.

It is often the case, however, that the electrotyper is asked to be critic, complainant, jury and judge regarding photo engravings. Here is the electrotyper's unfortunate position. He accepts photo engravings from the printer which are not quite right for good electrotyping.

The printer not getting what he expects, blames the electrotyper, or the printer prints from both the engravings and the electrotypes and blames both the engraver and the electrotyper. The electrotyper should have told him in the first place, or if the electrotyper tells the printer, then the printer tells the engraver that the electrotyper told him and immediately the electrotyper is persona non grata with the engraver.

Bearing in mind that under etched, shallow etched, over burnished, ragged edge and high relief half-tones are not fit for electrotyping and that they come to the electrotyper from the printer rather than from the engraver, how would you like to be an electrotyper?

The printer can help all concerned by deciding for himself where the trouble lies and then by applying the remedy.

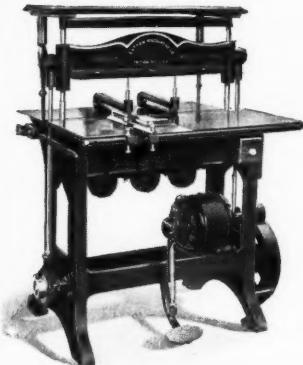
Hearty co-operation between the printer, the engraver and the electrotyper is a still better remedy.

**INTERNATIONAL
ASSOCIATION *of* ELECTROTYPERS**

This space contributed by New England Electrotype Co., Boston

MONITOR

Quality, Speed, Service



Monitor Power Punching Machine

Locks instantly all blocks in the machine by single movement of hand lever; drives straight up and down, cutting a clean hole and saving wear on punch and die. Ideal for plants with continuous runs of work.



Monitor No. 1 Wire Stitcher

This is the "one machine for all jobs," and in plants where only one stitcher is required it is the most popular in use today. Stitches anything from 2 sheets to $\frac{1}{8}$ " by merely changing the wire, and with proper care lasts for years.

Monitors Keep Pace With Shop Demands

TWENTY-FIVE YEARS ago **Monitor** Machinery held a foremost place in the shops of Printers and Bookbinders because it represented the best in design, construction and service. And in the years that have followed, this leadership has been steadily maintained and strengthened, because **Monitors** have at all times kept pace with the changes and developments of shop practice. Today, the installation of **Monitor** Machines always means a greater output and lowered costs of operation.

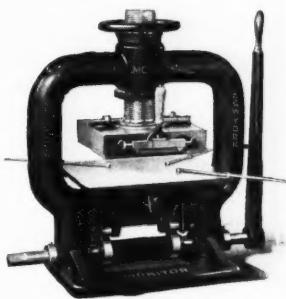
It Will Pay You to Learn the Facts

Leading Bindery and Printing Plants, shops of all sizes specializing in all branches of printing and bindery work, have effected important savings by **MONITOR**-izing their equipment. WHY NOT DO THE SAME? Let us go over your needs with you and suggest just the machines that will serve you best: Stitchers, Perforators, Tab and Indexing Machines, Punching Machines, Round Corner Cutters, Paging and Numbering Machines, Creasing and Scoring Machines, Bench Lever Embossers, Standing Presses, Board Shears, and other special shop equipment. We make them all according to the famous **MONITOR** standards and guarantee each machine to be free from defects in material and workmanship.



Monitor Extra Heavy Power Perforator

A machine with all the features and adjustments for handling any class of work. This machine has the weight, strength and balance essential to perfect operation and the dies are of the best high-grade tool steel, which insures longer life, as well as a clean cut perforation. These machines also supplied for foot power.



Monitor Bench Lever Embosser

Does all kinds of work, such as hot embossing on cloth, leather, paper, keratol, celluloid, wood and other materials, and uses either type or embossing plates. Is a practical necessity in every bindery handling general runs and is a splendid investment.

A TRIAL WILL PROVE OUR GUARANTEE

Put a **Monitor** to work on the job that has been troubling you. If it isn't shown here you are sure to find it in our Complete Catalog. Select the **Monitor** Machine that most fully meets your needs and try it out in your own shop under your own working conditions. We GUARANTEE the results you get will justify every claim made for **Monitors**. If you are not just sure of the type of machine best suited to your needs—Write Our Service Department.

Ask for Catalog No. 27—TODAY

LATHAM MACHINERY COMPANY

"Latham Machines Last Longest"

1153 FULTON STREET, CHICAGO, ILL.

BOSTON

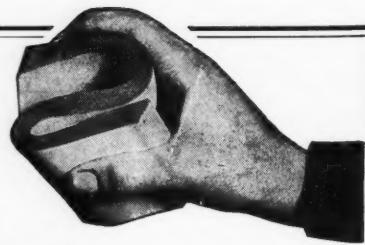
NEW YORK

FOREIGN REPRESENTATIVES

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Montreal, Canada



NUREX *Is Now Standardized*

One of the reasons for the uniform satisfaction given by NUREX is the fact that it is a standardized product. This means that the NUREX you get a month or a year from now will work with the same pleasing results as your present supply.

NUREX

Patented June 1, 1920

Tabbing Compound

retains the same consistency until all is used up—never gets brittle in the winter or stringy in hot, damp weather. NUREX puts the final touch to your work that requires tabbing and in a way that will give satisfaction to your customers and bring repeat orders from them.

Look up the list of dealers in the January issue of *The Inland Printer*. Order a trial shipment and satisfy yourself that NUREX is the perfect tabbing compound. After a thorough test put in a substantial supply.

A Handy NUREX Specialty

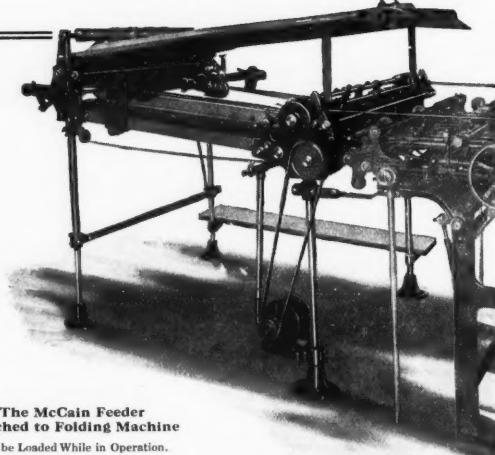


NUREX TABLING POT

Especially designed to use with NUREX Tabbing Compound. NUREX requires no heating, so pot can be placed on bindery tables handy for the help without danger of fire. The cone friction top serves a double purpose—prevents the contents from evaporating and keeps the brush always upright and ready for use.

May be had from any NUREX distributor.

The Lee Hardware Co.
SALINA, KANSAS



**The McCain Feeder
Attached to Folding Machine**

Can be Loaded While in Operation.

What Do the Users Say?

If you are considering automatic feeder equipment, why not ask for opinions from the users of

THE MCCAIN AUTOMATIC FEEDER

Find out from them just what The McCain is capable of performing and learn the reasons for so many repeat orders. We will gladly furnish you with the names and addresses of several users of The McCain, possibly some in your own city. Write today.

McCain Bros. Manufacturing Company
29 South Clinton Street, Chicago, Illinois

BYRON WESTON COMPANY

LINEN RECORD PAPER

Famous Byron Weston Products

- Byron Weston Record Paper** Highest grade ledger
- Waverly Ledger Paper** Popular priced ledger
- Flexo Ledger Paper** Hinged for loose leaf
- Typocount Ledger Paper** For machine bookkeeping
- Defiance Bond Paper** High-grade documents and correspondence

Check the items in which you are interested and we will send you sectional sample books.

BYRON WESTON COMPANY
DALTON, MASSACHUSETTS

Simplifies Complicated Work

*—that's one of the missions
of the Meisel Press*

THE MEISEL PRESS has more than once proved its superiority in handling work ordinarily requiring a variety of operations from several machines. Much of this work can be handled on the Meisel Press. Presses of special character can be built to care for work beyond the range of a machine of stock design.

**MEISEL PRESS
MFG. COMPANY**

944-948 Dorchester Ave.
BOSTON, MASS.

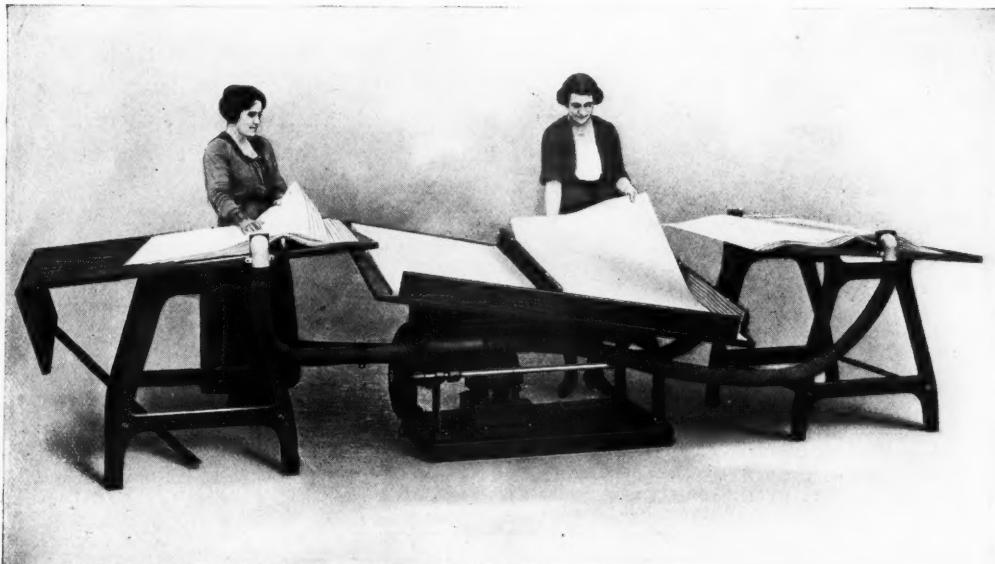
THE device illustrated in this advertisement is the registered trade mark that identifies all presses of Meisel manufacture. It represents our guarantee that goes with each machine.



Trade Mark Registered U. S. Patent Office.

THE UNIVERSAL JOGGING MACHINE

FOR PRINTERS, LITHOGRAPHERS AND ENVELOPE MANUFACTURERS
STRAIGHTENS UP RAPIDLY AND ACCURATELY ALL KINDS OF PAPER



WRITE FOR DESCRIPTIVE BULLETIN No. 101, JUST ISSUED

SOUTHWORTH MACHINE COMPANY, Portland, Maine, U.S.A.

"Challenge Creations" for Printers

Challenge Cast Iron Newspaper and Stereotype Bases

Four Column Widths and Two Heights



catches are necessary. Plates are simply laid on top when ready to stereotype. Accurately ground to height .759 or .853. The .759 height will work with the standard patent block base. Made in standard one, two, three or four column widths 3 to 36 em lengths and in labor saving sizes from 3x5 to 10x25 ems pica.

Great time-savers in the handling of unmounted electros, halftones and zincs when stereotyping. No hooks or

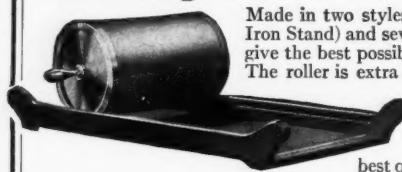


Mercantile Addressing Machine

Especially adapted to newspaper, periodical and envelope addressing. Prints the address directly on the paper, wrapper or envelope. Uses any size of type, monotype or linotype slugs. Galleys hold from 50 to 100 or more addresses, according to size of type used. Operator has both hands free for feeding. Postmasters approve it.

SEND FOR CIRCULAR AND PRICE

Challenge Proof Press (The "Old Favorite")



Made in two styles (with or without Iron Stand) and seven sizes. Built to give the best possible lasting service. The roller is extra heavy and makes only one revolution from end to end of bed. Roller covered with best quality felt blanket.

Challenge Labor-Saving Iron Furniture

The Strongest Iron Furniture Made

Made from highest grade fine-grained castings, micro-ground to point system accuracy. Note the cross-braces, giving extra strength and finger-hold. Each piece has holes for drainage.



Size on Every Piece

Send for New Vest Pocket Catalog of "Challenge Creations." Sold by All Dealers in Printers' Supplies

The Challenge Machinery Company

Main Office and Factory, Grand Haven, Michigan
Chicago, 124 S. Wells St. New York, 71 W. 23d St.

WELCOME BACK

THE New Year's business promises much bigger than we expected. We are grateful, of course, to our old customers who have had faith in our products and prices during the past thirty years. But, somehow, there is a special gratification in finding that during the business shake-up we are passing through, many customers we lost are now returning.

"THE OLD RELIABLE"

Sinclair and Valentine Co.

Write, Wire, Phone, Call — Offices in all the principal cities.

NEW YORK, 605-611 WEST 129th STREET

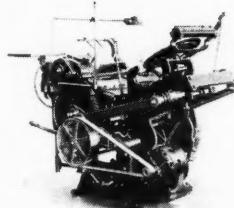
BOSTON.....516 Atlantic Avenue
PHILADELPHIA.....1106 Vine Street
BALTIMORE.....312 North Holliday Street
NEW ORLEANS.....315 Gravier Street

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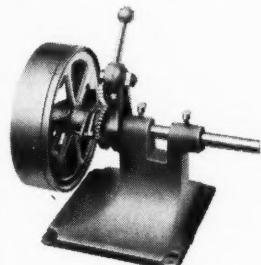
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MONTREAL.....46 Alexander Avenue
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ALBANY, BUFFALO and Other Cities.

FACTORIES: NEW YORK, NEW JERSEY, CANADA

WHEN PURCHASING YOUR NEW EQUIPMENT
DON'T WAIT FOR VARIABLE SPEED MOTORS



DRIVE SHAFT Model "R"
on a Chandler & Price Press.



"HIGH DUTY"
COUNTER SHAFT TYPE
HORSE POWER $\frac{1}{2}$ to $7\frac{1}{2}$
BELTED SPEED
500 to 800 R.P.M.

SPECIFY
"HORTON"
VARIABLE SPEED
PULLEYS

THE ONLY SATISFACTORY VARIABLE SPEED DEVICE

NO DELAY—IMMEDIATE SHIPMENTS

COUNTER SHAFT TYPES

ADAPTABLE TO A WIDE VARIETY OF MACHINES

WRITE FOR

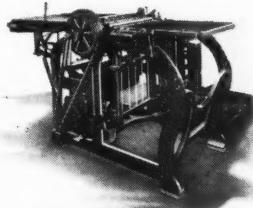
CATALOGUE AND PARTICULARS

HORTON MANUFACTURING CO.

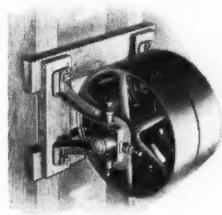
Cable Address HORTOKUM

3008-3016 University Ave., S. E., MINNEAPOLIS, MINN.

U. S. A.



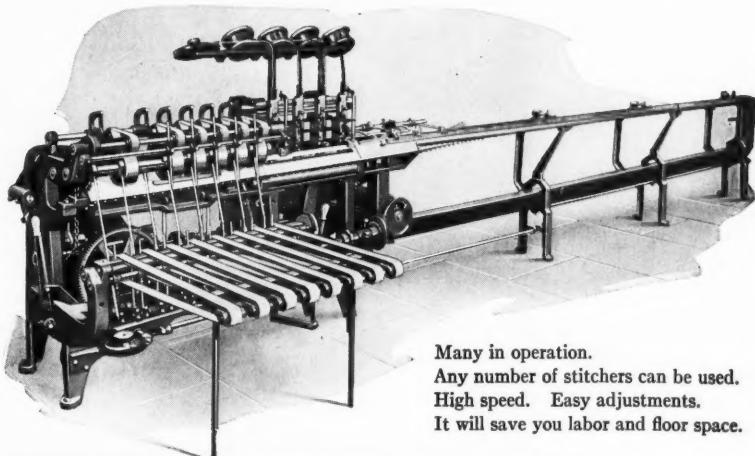
DRIVE SHAFT Model "C"
on a Cleveland Folding Machine



"STANDARD"
COUNTER SHAFT TYPE
HORSE POWER $\frac{1}{8}$ to 4
BELTED SPEED
200-350 R. P. M.

CHRISTENSEN'S *Latest Type*
Stitcher-
Feeding
Machine

*Do not confuse this
machine with our
former machines as
this is a new design.*



Many in operation.
Any number of stitchers can be used.
High speed. Easy adjustments.
It will save you labor and floor space.

THE CHRISTENSEN MACHINE COMPANY
RACINE, WISCONSIN

Canadian Agents:

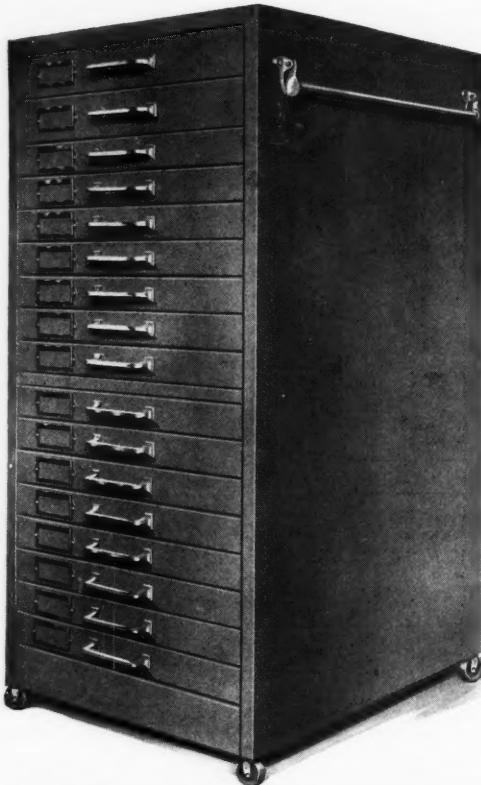
TORONTO TYPE FOUNDRY CO., Ltd., Toronto, Canada
CANADIAN-AMERICAN MACHINERY CO.,
63 Farrington Street, London, E. C.

Eastern Agents:

GEO. R. SWART & CO., Marbridge Building,
Broadway and 34th Streets, New York, N. Y.

Southern Agents:

J. H. SCHROETER & BROS.,
133-135-137 Central Avenue, Atlanta, Ga.
Chicago Office:
Room 469-71 Transportation Building,
609 South Dearborn Street, Chicago, Ill.



Latham Storage Cabinet

Every Lockup Department Needs One

Your Stoneman's time is worth lots of money so why waste it having him run around the Composing Room looking for material when this cabinet can place it at his elbow at all times?

This cabinet is a vault on wheels in which Composing Room material can be stored and kept in order, such as Patent Bases, Register Hooks, Cuts and Furniture of all descriptions that enter into the making up of Forms.

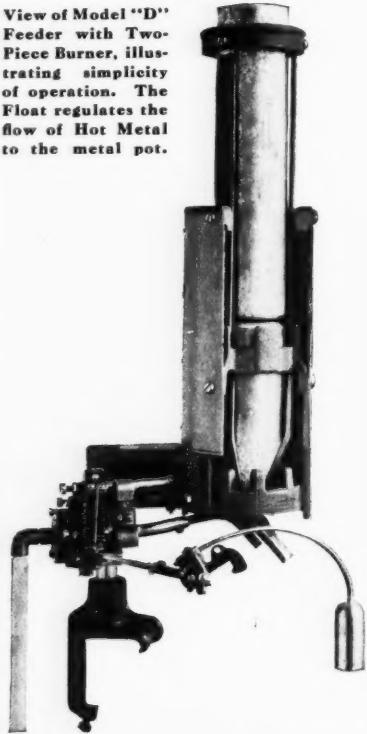
The cabinet is of steel construction and contains 17 drawers. Has Ball Bearing Castors, Oxidized Handles and Index Holders. Has large bar handles on each side so that it can be moved to any part of the plant with ease. Finished in Olive Drab baked enamel. It is a piece of equipment that any plant would be proud of.

Latham Automatic Registering Co.

608 So. Dearborn Street
Chicago, Ill.

170 Fifth Avenue
New York City

View of Model "D"
Feeder with Two-Piece Burner, illustrating simplicity of operation. The float regulates the flow of Hot Metal to the metal pot.



Mr. Manager Mr. Superintendent

Do you know why you don't get the maximum of *good product* from your Line or Type Casting Machines — why part of it is "hot" or porous, "cold" or imperfect?

Do you realize that you can't obtain a greater percentage of *good product* unless you know what causes the *poor product*?

If you want a bunch of facts not generally known about what actually takes place during the casting of slugs and type and causes a large percentage of the *poor product*, ask us to send you "Why Hot Metal Feeding is superior to Cold Metal Feeding." This story is written in a simple, not technical way. You need it, and your machinist needs it, too.

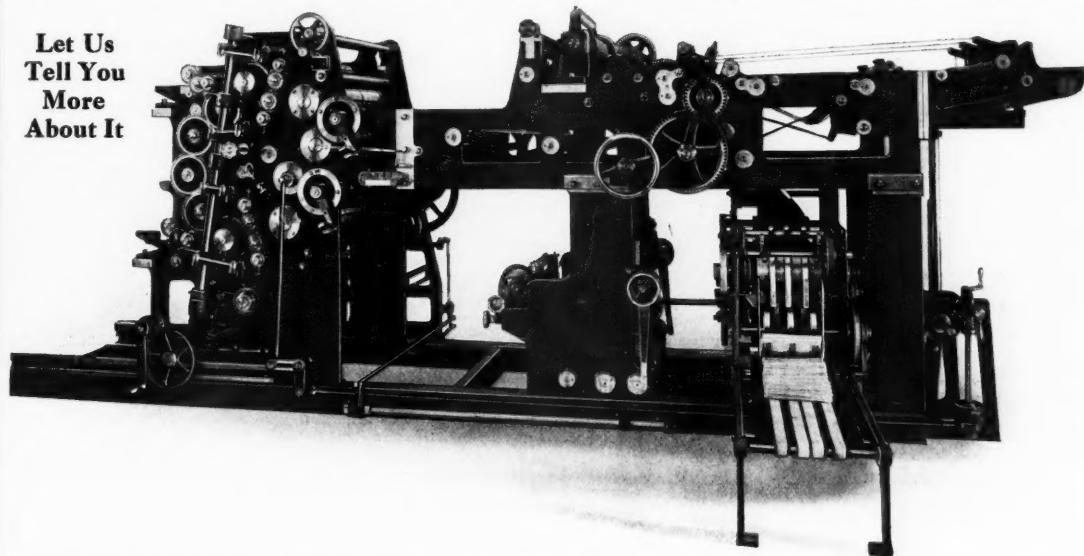
LEE HOT METAL FEEDERS for Linotypes, Intertypes, Monotypes, Ludlows and Elrods.

THE GEO. E. LEE COMPANY
Caxton Building, Cleveland, Ohio

A HIGH SPEED STRAIGHT ROTARY PRESS

Prints One Color on Each Side—Offset Web—Delivers Sheets Either Flat or Folded
Size: 28 in.x 20 in.—You Can Use This Press to Advantage on Your Long Run Work

Let Us
Tell You
More
About It



KIDDER PRESS COMPANY, DOVER, N. H.

NEW YORK, 261 Broadway

TORONTO, CANADA, 445 King Street, West

Not in Every Pressroom—It Should be

PRESSMAN'S ANGLE INK KNIFE

PATENTED MARCH 2, 1915



Angle B Ink Knife (for cylinder press fountains)



Regular Angle Ink Knife—Round End



Regular Angle Ink Knife—Square End

MADE of the best
Swedish Steel,
oil tempered and fin-
ished. Use the best.

THE INKNIFE
TRADE MARK

THE ANGLE INK KNIFE IS FURNISHED
IN THE FOLLOWING SIZES AND STYLES:

10 inch, Angle B
12 inch, Angle B
6 inch, No. 1 Round End
8 inch, No. 1 Round End
10 inch, No. 1 Round End
6 inch, No. 2 Square End
8 inch, No. 2 Square End
10 inch, No. 2 Square End

IN STOCK AT ALL SELLING HOUSES

AMERICAN TYPE FOUNDERS COMPANY

You Can Increase Your Production

Present conditions, with an increased demand for printing, and a shortage of reliable labor, are causing no end of worry to printing establishments in every section.

It's difficult to obtain additional pressmen—and more difficult to obtain additional presses—but by equipping your presses with

Carmichael Relief Blankets

(PATENTED)

For Cylinders, Platens and All Hard Packing Presses

you can increase the productive capacity of your pressroom *immediately*, and at small cost.

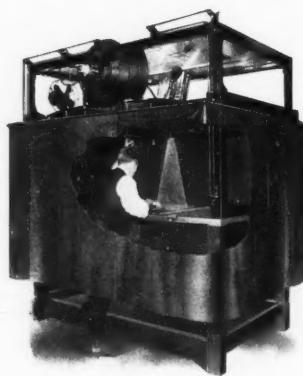
Our new booklet explains how these blankets decrease makeready from one-third to one-half—enable makeready to permanently stay “put”—decrease wear on forms so as to enable many times the number of impressions to be obtained from the same form without changes to forms or makeready—and other valuable features, all of which will help you to increase your pressroom capacity without the slightest sacrifice in the quality of your productions.

Patented, or heavy hand-cut overlays are absolutely not required, even for the very highest type of presswork. Blankets will not form a matrix regardless of the length of the run.

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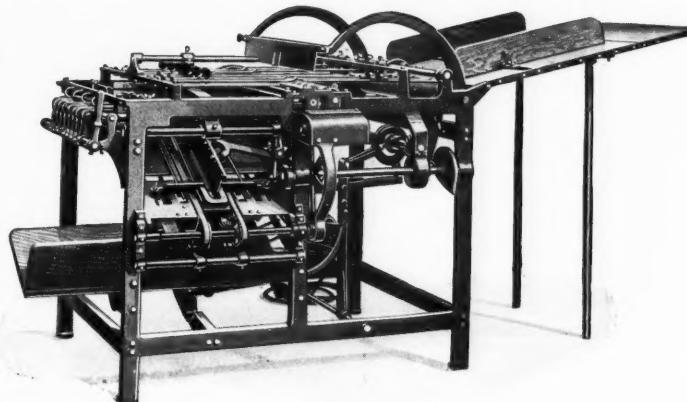
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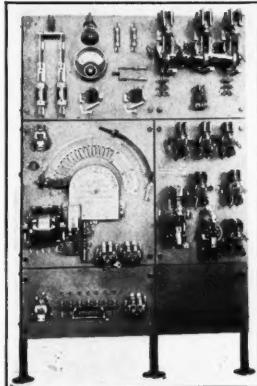
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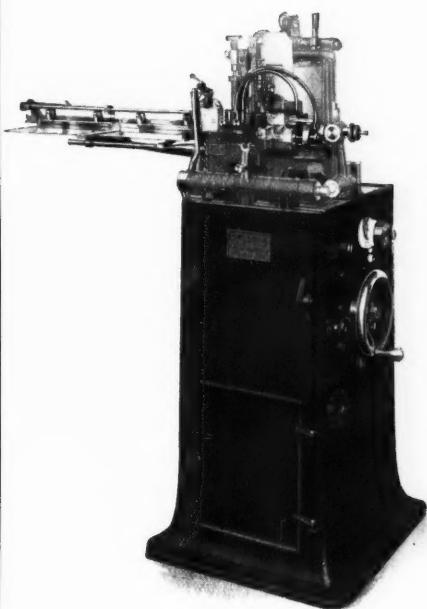
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(Third List Published Within 8 Months)

	<i>Re-orders</i>	<i>Total</i>
Art Color Printing Co., New York	6	9
Arco Press, New York	2	3
Banker and Tradesman, Boston	1	2
Beekman Press, New York	2	4
Blackwell-Wielandy, St. Louis	4	5
Briger Press, New York	1	5
Butterick Publishing Co., New York	13	14
Clark & Fritts, New York	2	4
Commercial Press, New York	1	2
Federated Press, Montreal	1	3
Fleming & Reavely, New York	4	5
Charles Francis Press, New York	2	5
Gies & Co., Buffalo, N. Y.	1	2
Great Atlantic & Pacific Tea Co., Jersey City	1	2
W. F. Hall Co., Chicago	2	22
Home Pattern Co., Brooklyn, N. Y.	1	4
D. F. Keller & Co., Chicago	1	4
Kenfield & Leach Co., Chicago	2	6
Keufel & Esser, Hoboken, N. J.	1	2
McConnell Press, New York	2	3
Manz Engraving Co., Chicago	3	9
Murdoch, Kerr & Co., Pittsburgh	2	3
National Cash Register Co., Dayton, O.	12	13
Paramount Knitting Co., Chicago	1	2
Patteson Press, New York	2	4
Record Press, Chicago	1	2
Roy Press, New York	2	4
Wm. E. Rudge, Mt. Vernon, N. Y.	2	6
Salvation Army, New York	1	2
Successful Farming, Des Moines	4	5
Williams & Wilkins, Baltimore	1	3

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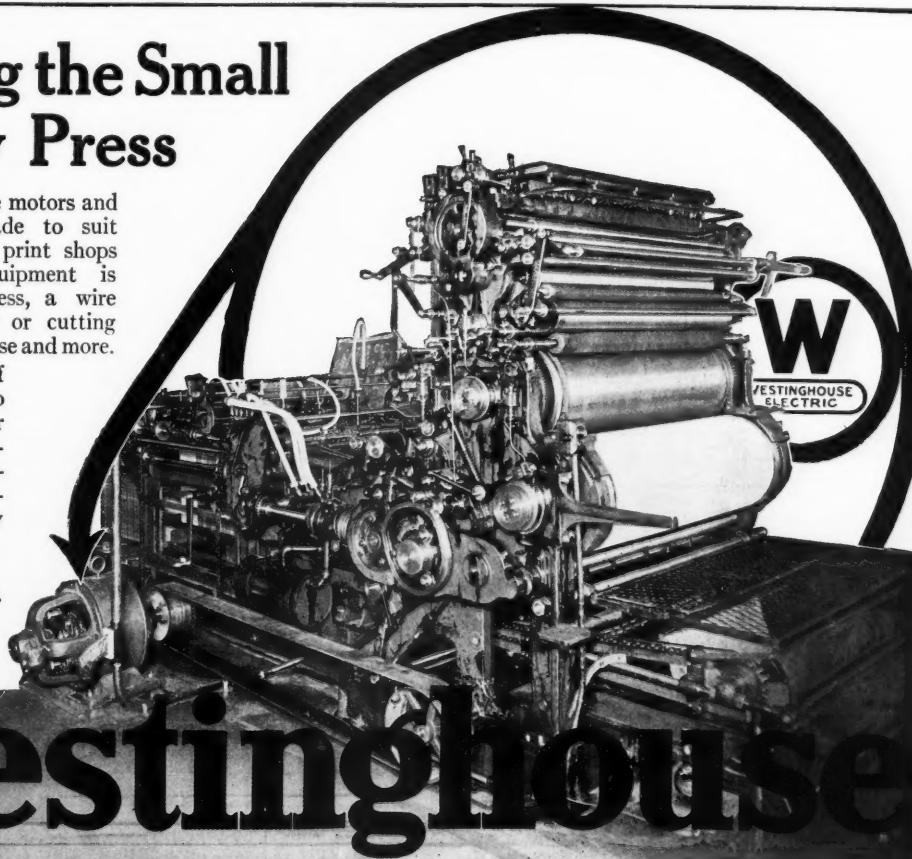
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VOL. 66, No. 5

FEBRUARY, 1921

The Leading Trade Journal of the World in the Printing and Allied Industries

HARRY HILLMAN, EDITOR

LEADING ARTICLES IN THIS ISSUE

A Printer of the Colonial Days.....	609
BY WILLIAM H. JACKSON.	
The Composing Room Foreman.....	612
BY L. A. BRAVERMAN.	
Cashing in on the Printer's House-Organ.....	615
BY FRANK H. WILLIAMS.	
Episode in the Life of Robert Hoe, Founder of the Firm of R. Hoe & Co.....	621
COLLECTANEA TYPOGRAPHICA.	
Curios Found in the Dictionary.....	624
BY F. HORACE TEALL.	
An Aid to Platen Press Perforating.....	626
BY EDWIN R. MASON.	
The Possibilities of a Small Plant.....	627
BY FRANK R. WILKE.	
A Tribute to Chicago Wood Engraving From Far Away Japan.....	630
Master Typographers of Today — No. 1.— B. W. Radcliffe.....	635
BY J. L. FRAZIER.	
The Partition.....	638
BY R. T. PORTE.	
Wages, Production and Unionism — Some Food for Serious Thought.....	650
BY C. B. SMITH.	

Complete classified index will be found on page 709

PUBLISHED MONTHLY BY

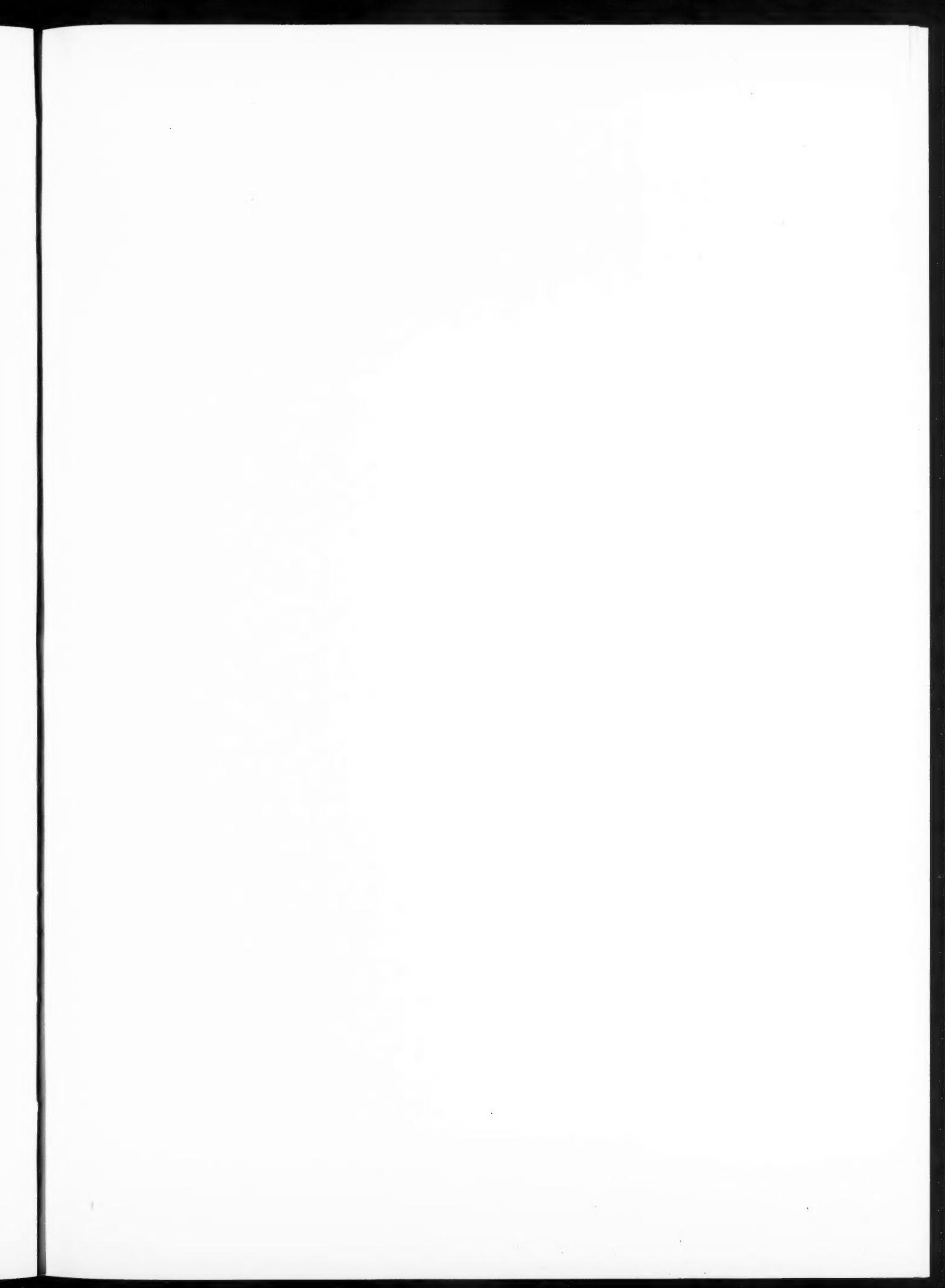
THE INLAND PRINTER COMPANY

632 Sherman St., Chicago, U. S. A.
New York advertising office, 41 Park Row.

Address all communications to The Inland Printer Company

TERMS: United States, \$4 a year in advance; Single copies, 40 cents. Canada, \$4.50 a year; Single copies, 45 cents. Foreign, \$5 a year; Single copies, 50 cents.

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I AM THE PRINTER

I AM HE whose facile hands transform the thoughts of men into solid substance. I stand, keen-eyed and eager-hearted, beside my mighty, rumbling presses, that I may blazon to all the world the loves and hates, the sins and sorrows, the never-ending story of the life and death of humankind. ¶ The fruits of my toil give comfort to the aged and honest pleasure to little children; the monarch in his palace, the pauper in his hovel, alike turn to me in common understanding. ¶ Through my faithful hands must pass to be inscribed upon time's deathless scroll the valiant deeds of the warrior—the ringing phrases of the statesman—the matchless cadence of the poet's song. Without my handiwork, history could be but transient, and language but the pagan's snarl. ¶ I have given to humanity the heroic saga of civilization's march, and to the heathen in far-flung jungles I have helped to send the Words of the Redeemer. The product of my hand and brain is the life-blood of modern business; yet did I serve Confucius when the world was young. ¶ I am the scrivener who chronicles your daily life; your books, your poems, your music—each must come to me to win their lasting fame. ¶ I am he who will leave for posterity the record of our times, even as I have stamped on history's pages the record of the times now gone. ¶ I am the preserver of every art and science. ¶ I am the disciple of Gutenberg, of Caxton, and of Franklin. ¶ I am the Printer.

Jack Winfield Bates.

The Inland Printer

LEADING TRADE JOURNAL OF THE WORLD IN THE PRINTING AND ALLIED INDUSTRIES

VOLUME 66

FEBRUARY, 1921

NUMBER 5

A PRINTER OF THE COLONIAL DAYS

BY WILLIAM H. JACKSON



HAT the printers of Colonial times were patriots of the first order is apparent to the reader of the history of that period. In the *Boston Post* of September 19, 1774, is published a circular letter addressed "to the officers and soldiers of His Majesty's troops in Boston." After giving a list of the instigators of the rebellion, including Samuel Adams, Bowdoin, Hancock, and others, it reads: "The friends of your King and Country and of America hope and expect you soldiers, the instant rebellion happens, that you will put the above persons to the sword, destroy their houses and plunder their effects. N. B.—Don't forget those trumpeters of sedition, the printers Gill and Edes, and Thomas." Of these brave men, Isaiah Thomas should command the highest admiration and respect of the printers of today, not because his printer compatriots were less zealous than the hero chosen for the subject of this sketch, but because he, of all the printers of his time, seems to have made the biggest success of his calling under the greatest of all handicaps, the lack of an elementary education.

Isaiah Thomas was born January 19, 1749 (old style). It was the intention of his mother, a widow, to provide him with the common school education of the time, and that he be taught to "read, write and cipher," and trained in some useful trade. But the mother's hopes were never realized; and, to quote Isaiah himself, "six weeks' schooling was all I ever had, and poor at that."

It was customary in those days to hawk about the streets new publications, and among these hawkers was one Zechariah Fowle, a printer of ballads and small books. Fowle was without children, and by an agreement between himself and Mrs. Thomas, young Isaiah was indentured to the service of Fowle, who promised

the mother to treat our embryonic printer as his own, give him a good school education, instruct him in the art of printing, until the age of twenty-one, when he should be at liberty to go his way. This indenture, dated June 4, 1756, was a lengthy document and contained many ridiculous restrictions on the freedom of the apprentice as, "he shall do no damage to his said master, etc., or suffer it to be done without letting or giving seasonable notice thereof; at cards, dice, or any other unlawful game he shall not play; taverns, alehouses, or places of gaming he shall not haunt or frequent; matrimony during said term he shall not contract." Fowle, on his part, among other things, was, at the expiration of the apprenticeship term, to "dismiss said apprentice with two good suits of apparel for all parts of his body, one for the Lord's day, the other for working days, suitable to his degree."

Fowle's outfit consisted of one press, about three hundred and fifty pounds of small pica, two hundred pounds of English, and one hundred pounds of double pica type. A "tattered dictionary and an ink stained Bible" were the only works of reference. Being no exception to the general rule, this "master printer" was in debt for his outfit when he began business, and it is safe to conclude that he was deeper in debt when he quit the game.

The life Isaiah led under this indenture was one of torture and degradation—not unlike most apprenticeships of that period. Beginning his career at the tender age of seven, it is not surprising to learn that the child was not tall enough to reach the cases; consequently he was compelled to stand on a bench eighteen inches high. His first attempt at typesetting was a ballad called the "Lawyer's Pedigree," verses whose vile nature gives us an insight into the character of the master of our boy. Two days were required by Isaiah to set this ballad, in double pica, "though he knew then only the letters and had not been taught to put them together and spell."

It soon became evident to young Thomas that his chances for learning to "read, write, and cipher" were meager, for there seemed to be little intention on the part of the master to carry out his part of the agreement. It was fortunate, however, for him, that Fowle took a partner who was not only a competent printer, but a kind hearted man as well. This person took a great deal of interest in young Thomas, and, until the dissolution of the partnership in 1761, our boy printer, then only twelve years old, had made so much progress in the art, as well as in reading, writing, and arithmetic, that he had charge of the business of the office, in which capacity he made many valuable friends. Among these was Gamaliel Rogers, of the firm of Rogers & Fowle, printers of the first edition in America of the New Testament in the English language. Thomas says of Rogers: "He admonished me, diligently to attend to my business, that I might become a reputable printer. I held him in high esteem and often recalled his instructions, which on many occasions proved beneficial to me."

After a period of some eleven years in Fowle's employ, Isaiah Thomas, at the age of seventeen — the age when most printers nowadays are beginning their careers — was considered an excellent workman. By this time he had acquired that elementary knowledge in the various branches of learning the later development of which placed him among the cultured men of his day. His personal self respect manifested itself in his careful attention to dress, and his tall handsome figure and attractive manners as a young man soon marked him as a person of refinement.

Isaiah Thomas seems to have been a man with a charmed existence. On three occasions in his early life he flirted with death. Playing with a boy companion on one occasion, he stepped backward into a deep, uncovered cistern. His chum, too frightened to give assistance, fled the scene, leaving Thomas, who was unable to swim, to drown. Fortunately, the accident had been seen by an aged negro who was employed nearby, and by means of a pole with a hook on the end, used to draw the bucket from the well, our young printer was rescued, insensible. Thomas often expressed regret that the old negro had died before he was financially able to express his gratitude to him in a substantial manner.

A second rescue from drowning took place a year later. In attempting to jump from the town dock on board an oyster boat, he fell into the bay. He was rescued by the captain of the boat, who, by the merest chance, heard Thomas floundering in the water.

In a clash between two town factions, the "North-enders" and the "South-enders," Isaiah, in his curiosity to see what was going on, was struck on the head by a brick and felled to the ground. By the best of luck he was saved from being trampled upon by a friend who recognized the boy and took him in his arms to a surgeon's house.

After a disagreement with his master, in 1766, at the age of seventeen, Thomas left Boston secretly by boat and landed in Halifax. Work was obtained at

his trade with a Dutch printer named Anthony Henry, editor and publisher of the *Halifax Gazette*. As the *Gazette* was printed on stamped paper, this young patriot surreptitiously inserted a paragraph in the paper stating that "the people of Halifax were disgusted with the Stamp Act." This, of course, gave great offense to the loyal inhabitants of the Province. The owner of the paper — who had not even seen the notice — was arrested and threatened with the loss of the public printing if anything of that character appeared again. Shortly after, another paragraph, the work of Thomas, appeared, and again the Dutch publisher was brought to court. He succeeded in placing the blame on Thomas, however, who was also haled before the judge. Asked if he was the young New England man who worked for Dutch Henry, he replied that he was. "How dare you publish in the *Gazette* that the people of Nova Scotia were displeased with the Stamp Act?" "I thought it was true," replied Thomas. "You had no right to think so," said the judge. "You may go, but remember you are not in New England."

Shortly after this, a vessel arrived from Philadelphia bringing a copy of the *Pennsylvania Journal*, with all the rules turned in mourning because of the passage of the Stamp Act. A death's head with cross bones was over the title, and at the bottom of the last page was a figure of a coffin; beneath it was printed the age of the paper, with a statement that it had "died of a disorder called the Stamp Act." This gave Thomas an idea. He feared that to do likewise would get his employer into trouble, so he achieved his object by means of the following notice: "We are desired by a number of our readers to give a description of the extraordinary appearance of the *Pennsylvania Journal* of October 30 last (1765). We can in no better way comply with this request than by the exemplification we have given of that journal in this day's *Gazette*." The notice made considerable stir, yet nothing was ever done about the matter. Later, Thomas was suspected of being implicated in hanging an effigy of Lord Bute, the Stamp Master, on the public gallows behind the citadel. The sheriff tried to bluff Thomas into believing that he had a warrant for his arrest, but our wily youth refused to go with the sheriff until the proper authority for taking him prisoner was produced. Leaving Thomas, the officer said he would soon return — but he failed to come back. Thomas afterward learned that it was all a ruse to trap him into admitting that he was a party to the effigy hanging.

Thomas left Halifax with "his linen reduced to one check shirt, and that the only coat he had he sent to a tailor to turn, and the tailor ran away with it."

We next find him in Portsmouth, New Hampshire. He had been there but a short time when he received an invitation to return to Boston from his old master, Fowle, who failed to recognize him. About this time he was seized with a desire to go to England. He engaged as a steward on board a ship that was to sail for London by way of the West Indies. Ill treatment by the captain of the vessel caused him to desert the boat at Newport. Three days later he took passage on a

brig bound for Charleston, South Carolina. He boarded the vessel, but left it shortly to call on a woman who had offered him a partnership in a coffee house owned by her recently deceased husband. Her home was near the wharf. In the meantime the vessel sailed without him, but he was able to catch it through the kindness of some friends of his woman acquaintance, who put out in a boat, overtook the vessel and put him aboard.

Arriving at Charleston penniless, for several days he made a fruitless search for work, finally obtaining temporary employment from a Mr. Wells. He borrowed enough money to pay for his passage and thereby secured the release of his chest which had been placed in storage. Not much is known of his career in Charleston, except that he married Mary Dill, the daughter of Joseph Dill of the island of Bermuda. He returned to Boston in the spring of 1770.

Boston had grown rapidly during his absence and was now a city of about twenty thousand inhabitants. In 1769, the British quartered some nine hundred soldiers in the town, and they were in constant collision with the citizens. It is not strange that a man of Isaiah Thomas's temperament and patriotic spirit could not hold himself in restraint — fear was something unknown to him.

Forming a partnership with his old employer, Fowle, he started the famous *Massachusetts Spy*. After three months the partnership was dissolved, Thomas having bought from Fowle the same press and types with which he had started his career as a printer. About this time Thomas moved into a new office and changed the *Spy* from a triweekly to a weekly sheet, enlarging it to a whole sheet of royal size folio of four pages. The subscription list grew rapidly. Under the heading was a quotation from Addison's Cato:

"Do thou, great Liberty, inspire our Souls,
And make our lives in thy possession happy,
Or our deaths glorious in one just defense."

This paper was under the direction of Thomas for over thirty years, and while it met with many reverses, it was the foundation of his great fortune. Its circulation was national, though a national circulation did not, perforce, extend many miles west of the Atlantic seaboard. The British Government tried to buy the *Spy*, but it could not be bought; it tried to coerce and drive its publisher, but found he could not be coerced or driven. Attempts were made to deprive him of his printing outfit. He was hampered in every way, but this only served to strengthen him and his *Spy* in the esteem of the public.

Summoned to appear before Governor Hutchinson for printing objectionable matter, he replied that he was too busy to leave his office. The Governor sent a second and a third time for Thomas to appear. Hutchinson knew that he had no legal power to compel Thomas to come before him, so he ordered the Attorney General to prosecute the printer for libel. But Thomas proved too clever for them, and he did not appear.

Enough has been said of the *Spy* and the connection of Thomas with it to prove that both he and it were

a few of the many causes that brought on the War of the Revolution. Sensing the inevitable, on the sixteenth of April, 1775, he moved his presses and types during the night and started them on their way to Worcester. On the morning of April 20 he made a flying visit to his family in Watertown and then started on foot for Worcester. After traveling many miles he met a friend who loaned him a horse; late that night he arrived at his destination to begin life anew. He was invited to set up a press, and it was here that his real career as a printer began, and where he later re-established the *Spy*. Benjamin Franklin secured for him the postmastership of Worcester. In the course of time he became well acquainted with Franklin, whose career, in many respects, was parallel with his own.

In addition to the publication of the *Spy*, he took up the publishing and selling of books, a business in which he engaged with great energy. His success was undoubtedly due to the business principles which he applied to the conduct of his affairs. So great did his enterprise become that the building of a large paper mill became necessary, as well as an extensive bindery. The output of his presses found ready sale in many foreign countries; at one time he had sixteen presses constantly employed — a stupendous number for those days — seven of them in Worcester, with five bookstores in Massachusetts and one each in Concord, New Hampshire, and Albany, New York. In his day Thomas was as well known as the leading publisher as were the Harpers in later days.

The work of his presses was noted for its beauty and accuracy — his editions of the Bible were said by the Reverend Peter Whitney, the historian of Worcester County, to be "the nearest correct of any now extant." Dr. Franklin called him "the Baskerville of America."

Thomas was admitted to the cultured circles of Worcester, and his graceful manners made his acquaintance one to be prized. In his later years he lived in a beautiful mansion and was noted for his generosity and hospitality. He was the founder of the American Antiquarian Society, and was its president until his death. His "History of Printing in America," published in 1810, should be read by every printer who makes any pretense to being a master of the trade. His library of three thousand volumes was removed to Antiquarian Hall, which was erected and donated to the society through his generosity. The honorary degree of Master of Arts was conferred on him by Dartmouth College, and that of Doctor of Laws by Allegheny College, Pennsylvania. His death occurred on April 4, 1831, his estate amounting to over a million dollars. Here, truly, was a man of achievement, whether measured from a standpoint of service to his fellow men, or by the accumulation of wealth.

There is an old saying that, "As the twig is bent, the tree's inclined." But this adage can not be applied to the career of young Thomas under Fowle's tutelage. There are many famous men whose earlier environments were anything but favorable to their future development. Isaiah Thomas appears to have been one

of these men. The difficulties and obstacles which strewed the path of his early career, viewed in the light of his successful life, were but stepping stones in the development of that strong character of his which, it seems, thrrove on adversity. The printing office was to him the best of schools, as it has been to many other men of note who at one time or another stood before

the case. In the dissemination of knowledge, knowledge is acquired; in lighting the way for others, a printer's own path is illuminated. In his old age Thomas used to say that if he could live his life over again he would be a printer. How many of our present day printers are there who have pride enough in their calling to make a similar statement?

THE COMPOSING ROOM FOREMAN

BY L. A. BRAVERMAN



IN these times of a shortage of good compositors and the general lowering of efficiency, the position of foreman of the composing room has become of greater importance than ever. Always considered as one of the most important positions, it has now become of still greater importance. The tremendous growth of the printing business in the last few years has been due largely to advertising—printing which requires artwork, engravings, fine display typography, good paper and good presswork. Before a job of advertising printing is ready to go to press a tremendous amount of preliminary work is necessary. In many cases sketches or dummies have to be submitted to the customer for approval, and usually corrections and suggestions are made which are incorporated in the final working drawings. Engravings then have to be made in one, two, and sometimes three or four colors; the size and style of these engravings must be decided. The copy then has to be set and proofs submitted. Usually alterations have to be made, and more proofs submitted before a final O. K. is received. Frequently electro-types are required before the job is ready for the press.

All this entails a considerable amount of detail work, and excellent judgment is necessary in selecting the proper material for the job. The inability to obtain the most effective combination frequently means the difference between an effective piece of advertising and an ineffective one.

In working out these problems the foreman of the composing room is called upon a great many times to offer his best judgment on various matters pertaining to the job. In many shops he is asked to carry to completion all the preliminary work, though in many others he is called in only on the work which comes into his department. Foremen of other departments do not have this preliminary work to do. When a job is ready for the cylinder press the foreman of the cylinder press-room has to contend only with the actual production, and the same is true in other departments. Their problems are largely mechanical, and much simpler, as the detail work, the preliminary work, the deciding of vital and important matters, have all been done.

In the composing room the foreman has to contend with mechanical equipment as well as with varied per-

sonalities to a greater extent than in any other department. It is this personal contact with the human individual which makes the position of the composing room foreman important. Machines that are kept in good condition will give the same average output day in and day out. We all know from experience that human beings can not be expected to give this same uniform rate of efficiency.

The writer has had a varied experience in the printing business—"devil," compositor, foreman of a composing room, superintendent of a large printing plant, part owner of a printing business and is now working as a typographic layout man. I have had foremen working for me and have come in contact with a great many others. I have devoted particular study to the problems of the composing room and to the efficiency of compositors, and have made a study of human motions as applied to the composing room. The suggestions and observations which follow are therefore based on actual experience; the suggestions have been used in my daily practice and have been found very helpful.

On several occasions I have seen foremen tied to their desks doing a great deal of clerical work which to them seemed of utmost importance. In one particular case the foreman was positive that the work he was doing could not be done satisfactorily by any one else, and as a result his entire department was suffering greatly from a lack of proper instructions and supervision. I went over this problem very carefully with him, both deciding to try to delegate this work to some one else and though he strenuously objected at first I finally won him over. He maintained that if mistakes occurred he would be personally held responsible. I granted that, but explained to him that far graver mistakes were being made for which he was being held responsible and that the only thing to do was to choose the lesser of the two evils.

We delegated this work to some one else and explained very carefully what was necessary to be done. The foreman supervised the work for a short time and then paid no further attention to it. It proved to be a very good move as it was found that the work was being done as efficiently as the foreman himself had done it.

Many other composing room foremen are undoubtedly now tied to their desks by clerical work which they think no one else can do. A foreman should not

attempt to do clerical work nor should he be expected by the office to do it. His job should be, primarily, to instruct, to supervise and to execute. Clerical work, no matter how important it may seem, can be done by others for far less money than the average foreman receives. No foreman can do justice to himself or to his employer if most of his time is taken up with duties other than supervising, instructing and executing. Of course a certain amount of clerical work is always necessary, but it should not occupy more than a very small percentage of his time. Avoid clerical work and if it must be done in your department, turn it over to the one best fitted for it. If you don't, you will soon be a clerk instead of a foreman.

I have frequently seen work given to foremen with very incomplete instructions, with cuts missing and no reference made to them anywhere, or where mentioned no sizes given. No mention would be made if the cuts were to have captions, and if so, the approximate amount of space to be left. Incomplete copy would be furnished. Even the size and the number of pages of the job would sometimes be omitted.

How in the world the foreman was expected to proceed with the work with such necessary information lacking is beyond me. You may say that much of this information was omitted by mistake. Perhaps you are correct, but, nevertheless, omitted it was, and to a certain extent it is being done every day in almost every plant, large and small. Salesmen, especially, are notoriously bad in passing along the information they have gained regarding a job. They often fail to get all the information necessary so that the work can be put through properly.

Yet some foremen go about their work in blissful ignorance of the trouble ahead every time a job comes to them with incomplete instructions. They don't read their working tickets to see if all the necessary information is there. They either hope or suppose that everything is O. K. and hand the work to the compositor as it was given to them, with very few minor instructions.

The compositor in setting the job comes across certain things about which he is in doubt and goes to the foreman for instructions. Not knowing what is wanted the foreman goes to the office for the information. Sometimes the person who is familiar with the job is out, and in that event the work is either held up or the foreman takes a chance and decides. Sometimes he is right, oftentimes he is wrong. This same performance is frequently repeated before the composition is completed. A lot of time is wasted and usually all the profit wiped out, and at times an actual loss established in the composition of the job.

To avoid all this confusion and loss of time I strongly advise that working tickets be read very carefully and all items checked to make sure that everything is perfectly clear. Some thought should be given as to the best and most efficient way to set the job.

If there are things which are not plain they should be made clear before the work is commenced, as it will be found at times that the job will be held up until

workable data and material can be had. If the foreman insists on receiving all required information before proceeding with a job it will be found that fewer jobs will come to him with incomplete information.

When a compositor comes for a job the foreman should go over all the details with him and make him acquainted with everything he should know. The foreman should be the judge of the best and most efficient way to do the work and, if necessary, he should instruct the compositor exactly how to proceed. It should not be left to the compositor to do it the way he thinks it ought to be done. *His* may be the inefficient way.

The work should be completed in as few operations as possible. It is not advisable to have the type set, read, corrected and then time lost waiting for cuts to come, as when they do arrive it will be necessary to handle the job again. If a layout man is employed, his corrections and the proofreader's corrections should be made at the same time, as this will save one operation. By watching the work carefully many such operations will be saved.

I have found that it is impossible to instruct compositors so there will never be any need for them to come back for further instructions. No matter how clearly a job is explained and marked there will be times when a compositor will misunderstand or forget some of the instructions and find it necessary to ask questions. In such cases the compositor should be encouraged to come back for the necessary information. I have seen compositors struggle with problems that were not clear to them and a great many times do the wrong thing because they didn't feel free to go to the foremen to get the information they needed. At all times the foreman must be patient with his men, and above all he should never lose his temper. All questions should be answered in a kindly spirit and the men should be treated as though they were working *with* the foreman instead of *for* him. If such a policy is pursued fewer mistakes will be made. A coöperative spirit will grow among the men.

The foreman should know the exact location of all material in his department. In every composing room there is a certain turnover of labor, so when a new man is put on and a job given him to set, the foreman should definitely instruct him where to find his working material or assign some one else for this duty. I have very often seen compositors lose many precious minutes looking for material, the location of which neither they nor any of the other compositors knew, and which the foreman himself did not know. Altogether too much time is lost in this way. If the foreman is too busy he should have a man whose duty it is to make himself familiar with all the material and its location, and that man should be the one to whom a new compositor should go for information regarding material.

I have always found that a schedule of the day's work is of great help. This should be made out the night previous, and should allow for new work which may come in during the day. By having this schedule it will help to get out the important work which had been planned for the day. The foreman will then never

slip up on a promise without knowing it, as the promise should be recorded on the schedule so there will be no chance to forget it.

From experience I have found it almost impossible to accomplish every day the task called for by the schedule. This should not be a source of discouragement. By setting a task and knowing what it is any one is in a better position to accomplish it than if he didn't know it. The maximum task should be assigned and as much of it accomplished as possible.

Too many promises are made for work in the composing room without the knowledge of the foreman. In many cases it is only after the promise is made that the foreman is told about it, and as a result there is actual disappointment to some customers and trouble in making good all the promises made by different persons. Salesmen especially are prone to make hasty promises in an effort to satisfy their customers, and they then expect the foreman to make good these promises. Promises for proofs or any other work being done in the composing room should never be made without the knowledge and sanction of the foreman. He should insist upon being consulted before a promise is made, so that he can be reasonably certain of keeping it.

I have very often seen foremen in a quandary as to just which job to give out next. When a compositor comes for a job the working tickets are gone over and much time wasted in selecting the job to be worked on. This habit not only lowers the foreman's prestige in the eyes of his men but it also means a great loss of time.

By having the schedule much of this lost time will be saved, as it will be known exactly which job to take next. A compositor's time is worth on an average from four to five cents a minute, and if a few minutes are lost on every job in giving it to the compositor, a staggering sum will be spent during the year, which will cut deeply into the profits of the composing room.

The compositors should be given the kind of work on which they are most efficient. The very fact that a compositor is most efficient on a certain class of work shows that he likes that particular work. If he didn't like it he never would have become proficient at it. If he is fed on it there will be greater output and he will be more contented. Of course this is not possible at all times, but it should be kept in mind and done whenever possible.

The foreman of a composing room should have, and can acquire if he hasn't, a knowledge of the work of other departments, and this knowledge will help him tremendously in his work. A great many times there is friction between the various departments in a printing plant, due largely to ignorance on the part of the

several foremen of the problems confronting those in the other departments.

If all the foremen would get together and find out each other's troubles and kicks, it would be found mutually helpful and each would become more valuable to himself and to his employer. There is too much of "passing the buck" from one department to another. All work is started in the composing room, so naturally it is here where the most co-operation with other departments should germinate. The composing room, being the clearing house for all work in a printing plant, the work naturally gravitates from there to all other departments. Started wrong, it gravitates wrong to all other departments, causing trouble and loss of time in many cases. Started correctly it goes through the plant much quicker and usually at a greater profit.

Each compositor's peculiar defects in his work should be studied. His actions should be studied to see if he has any false motions, or if he takes any unnecessary steps. A study of human efficiency should be made just as an expert mechanic makes a study of his machine and rectifies the little "kinks" which prevent him from getting the maximum production. No two compositors work alike. Some by cultivation or by natural habits of efficiency produce more than others. The inefficient ones should be helped. The foreman will find it an advantage to rise to the occasion and make up for the loss in the shortage of good men and the general letting down of efficiency.

The foreman should be the driving, dominating force in the department. It is very peculiar but true that if work goes through the composing room with dispatch it also goes through the other departments with dispatch. If there is a general let down in this department there seems to be a let down in all others. Efficiency seems to be contagious, and if it exists in the composing room it will gravitate to all departments.

The foreman should read as many trade journals as he possibly can and become familiar with the various equipment being offered by advertisers. He should write for catalogues and literature and see to what extent new equipment will help make the department more efficient. If there is any equipment which should be bought, its purchase should be suggested.

If there is a local craftsmen's club the foreman should by all means join it if not already a member. It is the only place where he will learn the problems that are bothering other executives and how they are mastering them. It is the best and quickest way of getting a knowledge of the other branches of the printing business. There are many other advantages in joining which any club member will be only too glad to explain.

THREE are no tools more ingeniously wrought, or more potent than those which belong to the art of the printer

—Selected

CASHING IN ON THE PRINTER'S HOUSE-ORGAN

BY FRANK H. WILLIAMS



DDLY enough it is only occasionally that a print shop issues a house-organ. And yet it is from the printing of house-organs that many shops derive a large part of their business. It seems strange that more printers do not realize the immense benefit which they may secure from the issuance of their own little publication in which they can "tell the world" that they are purveyors of fine printing, know how to get up house-organs attractively, and that they are in every way the alert, live wire sort of people that alert, live wire institutions will be glad to do business with.

The house-organ is a recognized force in modern business in the building of prestige, in the establishing of a continuing point of contact with buyers and in advertising. And yet printers, who, on the face of it, might be expected to be the very first to take advantage of this method of pushing their business, are too often rather skeptical of their opportunities in this particular.

"But why," some printers will undoubtedly exclaim at this, "issue a house-organ when we can get business without that added expense?"

To which there can be made but the one answer — to get more business and better business. Now let's see just how a printer's house-organ can be operated, what sort of stuff should be put in it and to whom it should be sent. Let us be specific about the matter and turn our attention to the house-organ issued by Ginnert Print, a live wire, medium sized print shop.

Ginnert calls his little publication *Printed Publicity*. For a subtitle he runs this line directly under the title, "The More Good Printing You Use, the More Business You'll Get."

The idea behind *Printed Publicity*, as Ginnert puts it, is this:

"I put into this publication anything that will boost my business — which is printing. If I hear or think of a new way of using house-organs, I tell about it in a snappy manner in this house-organ of mine. When I get out a nifty job for a firm I tell about that, too. When I hear of a good new stunt in direct mail advertising, I make it a point to run something about it. Everything that goes into my publication is about printing — the use of printing in new ways, the value of printed publicity, the good stuff we have done for firms and that sort of material. And I take pains to emphasize the very important point that while good printing may cost more than cheap printing, it gets such infinitely greater results that the matter of price is really not worth taking into account. In this way I pave the way for charging reasonable prices for my work — prices which enable me to turn out the highest

possible type of printing that will be a credit to my shop and still let me make a profit."

That's a pretty good foundation on which to base any print shop house-organ, isn't it? And why can't other print shops go ahead on the same idea?

It is interesting to note the way in which Ginnert twists all items in his publication to a local angle. Does he tell about the mail order stunt of some big mail order house? If so, he indicates a definite, specific way in which the stunt could be utilized by local houses in certain lines of business. Does he call attention to the novelties in reading matter, or page formation or something of that sort in the house-organs issued by big concerns? If so, he sees to it that his item about the matter gives a concrete hint to specific local lines of business. In this way everything that appears in *Printed Publicity*, whether it has to do with foreign or local affairs, has a real local angle — an angle which, if utilized, will mean more business to the local houses to which that particular slant is addressed.

It is interesting, too, to note that Ginnert is good humored and sprightly in everything he puts into his house-organ. It is easy enough to be solemn and weighty and dull, but such stuff seldom registers much of a hit with present day business men who see life through the rosy glasses of big business. Pep, punch, enthusiasm, life, are the things that appeal most powerfully in the majority of printed things nowadays, and Ginnert sees to it that his material follows along these lines of least resistance. Of course, as indicated, it is not always easy to be constantly in good humor in everything that is written for a house-organ, but the higher the percentage of liveliness in a house-organ, as a general rule, the more of a business building impression the publication will make with those to whom it is going to be sent.

And now, to whom is *Printed Publicity* sent? Is it scattered helter skelter about the city, offered gladly to every one who will read it, or is the presentation of a copy or a year's copies to a firm or individual made a sort of event? Ginnert declares that he has found it much the better plan to restrict his circulation than to make it as extensive as the house to house progress of an ordinary circular.

"Not only," he says, "for the reason that a restricted circulation means less expense, but also for the reason that by not giving every one a copy I make it a sort of mark of distinction to be on my mailing list; I am a firm believer in not printing too many copies of my *Printed Publicity*. By closely watching my distribution I achieve one hundred per cent circulation. I know that every copy I send out goes where it will do me the most good — directly into the hands of a buyer of printing. I know that there is no waste circulation. I know that I am not issuing copies which will find their

way only to the hands of people who would never have any occasion to buy printing. Furthermore, by not having copies scattered broadcast about the city, I make those who do receive copies appreciate my publication more than would otherwise be the case. They gain the impression, by this restricted circulation, that this is no mere circularization scheme, but a really valuable publication which is issued simply and solely for those who buy printing.

"As the result of this method of distribution, I quite often receive letters from persons who are on my mailing list, asking that other people be put on the list to receive copies. Of course I am always glad to do this, and I make such an event the occasion for writing a personal letter to each of the two persons."

It certainly seems as if there is considerable meat in this house-organ of Ginnert's for other printers to chew on, with profit to themselves and their business.

Every business house in the city where a printer is located is a prospective customer, but, unless he employs a large sales staff, it is a physical impossibility for him to call on all these various concerns for the purpose of soliciting their business. As a result of this inability much of the business that he might get fails to come to him. He has a regular line of customers, of course, and through them and through other sources he secures new customers from time to time, but he seldom, if ever, comes into direct contact with the great bulk of the city's enterprises.

The house-organ offers a result getting method of coming in contact with those concerns which are not regular customers, but which might be. It is more effective, as a general thing, than a mere occasional circular, for the reason that it has a definite purpose as the reason for its existence. This purpose is service. It sells printing through the giving of service to the people to whom it is sent. It tells these people how to get better results from their printing; how to put over new direct mail stunts; what other people are doing

with printing; what they can do themselves with different sorts of printing, and all that kind of stuff. Furthermore, it is more effective than the occasional circular, for the reason that it has a continuity of appeal which no mere circular can ever have. The house-organ comes out at a definite time. It has a personality. It tells the recipient that it will be there again next week, or next month, and the succeeding weeks and months. It is not a thing that can be dismissed for all time by merely tossing it into a waste basket.

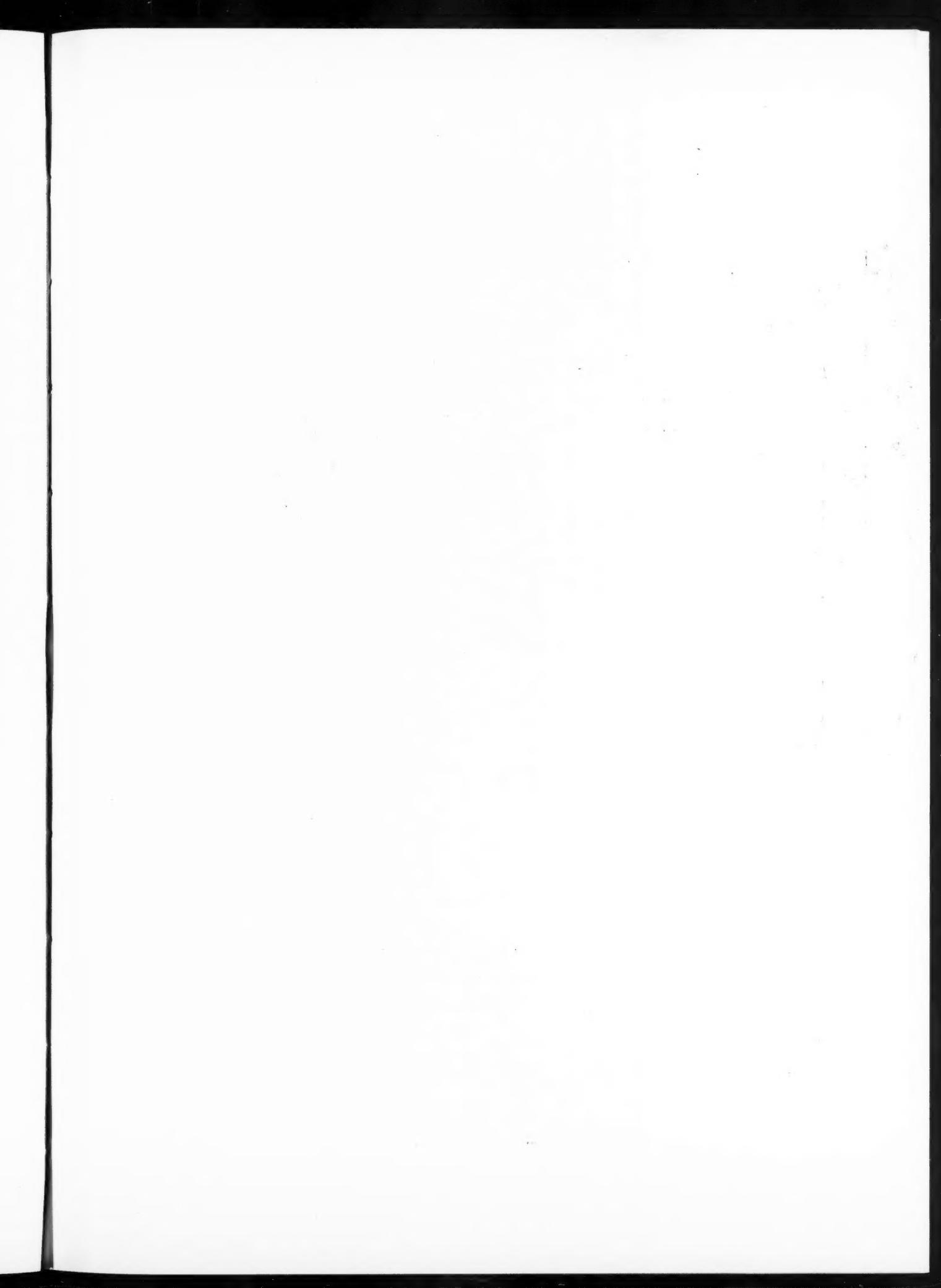
It is because of these very effective things accomplished by the house-organ that, it would seem, more printers should seriously consider the issuance of such publications. Printers, especially, who have been accustomed to the issuance of occasional circulars, might find it greatly to their advantage to discontinue these circulars and concentrate their efforts on a house-organ which would come out at a regularly scheduled time and create sales by giving service, instead of creating sales by mere sales arguments as the ordinary circular does. Service is one of the big things a printer sells—service in speed, in good composition and generally high class work—and the more the printer can emphasize the service end of his business the better his business is bound to be.

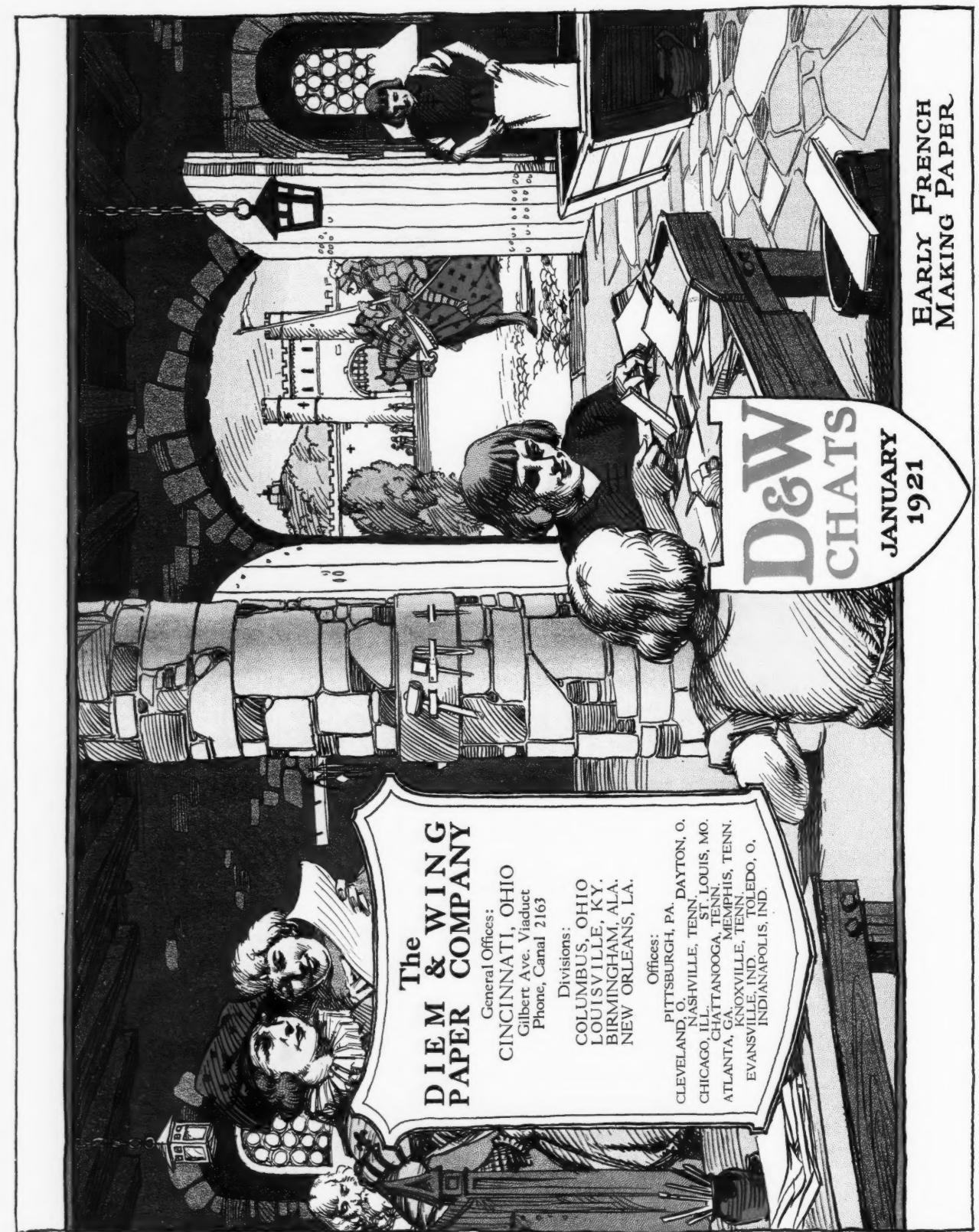
But here's a word of admonition. If you, as a printer, determine to get out a house-organ, then for the sake of the business you hope to get, issue a good one! Don't bunch together a lot of irrelevant items and jam it through your print shop in a hurry. Take your time to the editing of the job. Make every item and every word in it carry a message which will mean more business for you. Be satisfied with nothing but the very best. Your house-organ is your shop given a personality and sent forth as an ambassador to every one who might ever buy any printing from you. And if your ambassador is poorly clothed, or a dullard, or old fashioned, then you'd better forget it and let the other fellow have a whirl at the house-organ idea!

*MEN propose to change our
form of government who do
not know what the plan was which
our forefathers adopted*

—Henry L. Doherty

(Adapted from a card by Axel Edw. Sahlin of the Roycroft Shops.)





EARLY FRENCH
MAKING PAPER

JANUARY
1921

D&W CHATS

The DIEM & WING PAPER COMPANY

General Offices:

CINCINNATI, OHIO
Gilbert Ave. Viaduct
Phone, Canal 2163

Divisions:

COLUMBUS, OHIO
LOUISVILLE, KY.
BIRMINGHAM, ALA.
NEW ORLEANS, LA.

Offices:

PITTSBURGH, PA.
CLEVELAND, O.
NASHVILLE, TENN.
ST. LOUIS, MO.
CHATTANOOGA, TENN.
ATLANTA, GA.
MEMPHIS, TENN.
KNOXVILLE, TENN.
EVANSVILLE, IND.
TOLEDO, O.
INDIANAPOLIS, IND.

An attractive and appropriate house-organ cover (front and back) issued by The Diem & Wing Paper Company, of Cincinnati, Ohio. This is one of a series of designs portraying the history of paper-making from its infancy up to the first paper mill in America.



EDITORIAL

OWING to the illness of Mr. Sommer, the artist who has been preparing the portraits in the Early Master Printers series, it is necessary for us to omit the usual frontispiece portrait and the biographical sketch this month. Mr. Sommer had started work on the portrait when he was taken ill. He made an effort to complete the drawing as well as take care of some of his other work, but was ordered by his doctor to leave his studio for a time. We regret it is necessary to disappoint those of our readers who have been following the series, but we know they will join us in wishing a speedy recovery for Mr. Sommer.

Is the Manufacture of Carbon Black to Be Prohibited?

What appears to be a serious situation confronting the printing industry is set forth in a communication received from Fred von Steinwehr, secretary of The Queen City Printing Ink Company. Probably but few in the industry know or realize the extent to which manufacturers of printing inks are dependent upon what is known as carbon black, especially in the production of black inks, which are obviously in the greatest demand. It now seems as though the prohibitory laws are reaching out to include the production of this carbon black and thus restrict the manufacture of black inks. Mr. Steinwehr writes as follows:

"The State of Wyoming has a law prohibiting the burning of natural gas for the manufacture of carbon black within ten miles of a village or industrial plant. Various carbon factories had been installed and operating, so the enforcement of this law has been fought through the State courts with varied success. Recently the United States Supreme Court rendered a decision upholding the State law, saying that the State had police powers over matters of this kind.

"This decision will practically prohibit the manufacture of carbon black in Wyoming, which as a State is the third largest producer in this country. In fact, there are only two other States in which carbon is produced in large quantities, so production in these States will have to be very materially increased in order to keep up with the demand.

"Carbon black is absolutely necessary in the manufacture of black printing inks, black paints, rubber soles, heels and uppers for shoes and composition rubber goods, and so far no substitute has been found. Therefore, if this adverse legislation is not repealed the whole printing industry will suffer, if not from an actual shortage, at least by higher prices. The newspapers are the largest users of black inks, therefore this branch of printing will feel the advance in prices first.

"This legislation will have to be repealed or else every branch of the printing industry will have to bear this added burden.

"Already Louisiana has started adverse legislation which if carried will put the largest producer out of commission. Ordinarily there is a substitute, but up to the present this has not been found."

This matter should receive serious consideration on the part of leaders in the industry. If such adverse legislation as is referred to in the foregoing is extended to the two principal carbon manufacturing States, Louisiana and West Virginia, all the allied trades are certain to be affected, as the printing ink manufacturers do not know what they can use to take the place of carbon black. No satisfactory substitute has as yet been found.

The Printer, Not the Customer, Should Specify the Paper

There has been considerable discussion as to who should specify the paper to be used in printed matter, the customer or the printer. The following extract from an address delivered before the Rotary Club of Milwaukee by Alexander Thomson, sales manager of the Champion Coated Paper Company, sets forth the matter very clearly and decisively:

"I would advocate the discontinuance of another habit, which has, I believe, done a great deal of damage to the printer and paper manufacturer. I refer to the practice of the purchaser specifying the paper which is to be used in any given piece of printing. The printer is the expert and the artist, and is in a far better position to know what kind of paper should be used than any one else. Those who do not deal with printers who can command confidence on the basis of their honesty and their artistic ability, should not expect the most artistic and efficient results from their printed matter. There is no more reason why any customer should specify the paper that is to be used by his printer than there is for a patient to specify to a doctor the kind of medicine that should be taken to cure a disease. It is entirely feasible and advisable for any one purchasing printing to tell the printer what kind of results he desires, and the nature of the text to be used, but I believe that almost all the rest should be left in the hands of the printer as one who is responsible for a successful result. One might as well attempt to drive a race horse with a hobble on as to handicap a printer by specifying paper which he may know to be entirely unsuitable for the work in question. The printer may hesitate to advise a purchaser of his poor taste, as, unfortunately, he is not able to tell whether his advice would be well received or not."

The Graphic Arts Exposition

Reference was made in our January issue to the announcement of the Graphic Arts Exposition, to be held in Chicago in July. The magnitude and importance of the plans for this event, as well as the rapidity with which the work is being pushed forward, warrant additional comment. In fact, it will be our purpose to report the progress each month so our readers may keep posted on what is bound to prove one of the biggest events ever held in the industry.

Though the initial announcement was made not more than thirty days ago success is already assured, as the reservations have been reaching headquarters so fast that space is already at a premium. This means that those who have not made reservations will have to get busy at once or it will be too late. It also emphasizes the fact that it would be well for printing executives in every part of the country to arrange their plans so they can be at the exposition and thus derive the benefit of gaining new ideas that will be of untold value to them, not only through viewing the exhibits, but also through attendance at the sessions of the convention held by the International Association of Printing House Craftsmen.

The foresight of the Chicago Club of Printing House Craftsmen in planning the exposition so as to be held in connection with the convention, and the high degree of skill with which the plans have been developed and carried forward, are indeed commendable. It should be to the interest of all in the allied trades to get back of the organization in this work, as it will be of benefit to the entire industry.

Good Boosters — We Compliment Them

Whenever we reach a crisis of any character, threatened or real, we are sure to find those who step into the breach and pull things through, and so it is at this time when we hear considerable talk of business depression. We can not refrain from taking this opportunity to extend our compliments to those firms that are doing such good work in bolstering up the confidence of the general public, thus helping to give the death blow to the bogey of hard times. We call attention to a few of the statements that have come to us recently.

An intensive campaign instituted by the Crescent Engraving Company, of Kalamazoo, Michigan, in an appeal for greater activity along advertising lines as a means of getting out of today's uncertainties into the opportunities of tomorrow, is based upon the following message:

"There is no fundamental reason for a protracted stagnation of business. Public confidence has been slightly shaken by the sensational trend toward price readjustment, but we all knew that a price readjustment was bound to come, and it is up to American business to steady confidence and restore normalcy as quickly as possible."

The Crescent company's campaign was started with a neat folder, printed in colors, bearing the title "Talk It Over With Your Printer," suggesting that the reader consult with his printer, and urging new, up to the minute catalogues, forceful mailing pieces and confidence inspiring letters as a means of bringing business back to a normal state. The keynote adopted for the campaign is,

"1921, the Year of Opportunity," and this slogan has been embodied in an attractive design which the company is asking advertisers to use in connection with their sales literature. The company offers to furnish electrotypes of the design without charge to all who will use them, for "the sooner the general public comes to look upon the present year with optimism the better the situation will be for all."

Another commendable piece of confidence inspiring literature has been received from the T. W. & C. B. Sheridan Company. This takes the form of a New Year's greeting on which the statement appears that the company's sentiments as to the business outlook are thoroughly embodied in an article on the inside pages under the title "Seein' Things at Night," reprinted from the *New York Tribune*. We have space for but a few extracts, which follow:

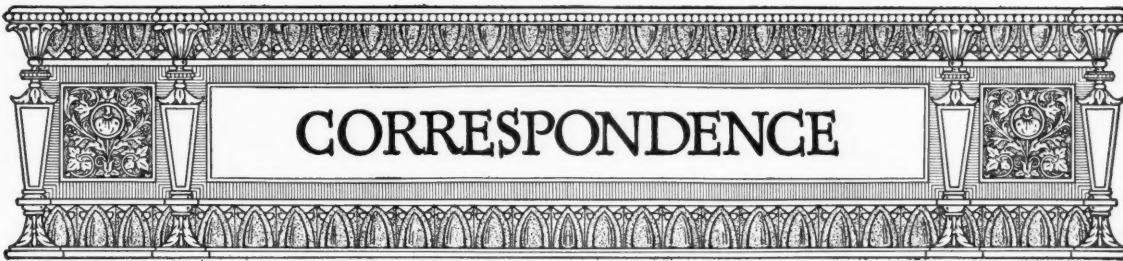
"It isn't only little boys and girls who are afraid of things they can not see. Just now a very large number of full grown men and women are frightened by a creature of gloom called Business Depression. And if they would only turn on the light they would be greatly relieved to find that it isn't there — at least not in the hideous form they have pictured it.

"If you will analyze that uneasy feeling that seizes you when you think about the future you will find that it springs from what you have vaguely heard and what you vaguely fear, rather than from what you actually know.

"Stop 'seein' things at night,' and take a good clear look at the actual facts and you will be vastly more cheerful. . . . Already in many parts of the country business men have readjusted themselves to the new basis and are looking ahead to better trade than ever. . . . There is every reason to believe that business will expand, production increase and opportunities multiply. Why, then, believe every gloomy story that any passing pessimist happens to tell you? Why be afraid of something that you can not see — and which really isn't there? . . . The world is again a safe place to live in, and all you need do is go to work to insure your own happiness and prosperity."

From Tom Bateman, sales manager of the Printing Machinery Company, comes a mailing card reading: "You can't cash tears at a bank window, so start the New Year with a smile and do your part to start the world moving normally, and business is sure to be good." Numerous other statements of a like nature have come to our attention, such as, "1921 will reward fighters," emphasized in nearly every edition of the *Chicago Tribune*; "Let's make 1921 a ringing success," used by The Diem & Wing Paper Company; "Our success during 1921 will be in accordance with the service we render," all showing the spirit that dominates the business world.

To sum up, the answer to the question, "What will the year 1921 bring forth?" as reflected in the opinions of many leaders of business is, "1921 will be just what we make it, and it is ours to make it what we will." The optimistic attitude taken on every hand is encouraging in the extreme. Let us all catch this spirit and boost to make 1921 the best yet. It can be done, without a doubt, so why not do it?



CORRESPONDENCE

While our columns are always open for the discussion of any relevant subject, we do not necessarily indorse the opinions of contributors. Anonymous letters will not be noticed; therefore correspondents will please give their names, not necessarily for publication, but as a guaranty of good faith. All letters of more than one thousand words will be subject to revision.

"Scrapping the Period in Addresses"

To the Editor: ST. LOUIS, MISSOURI.

No, no! no!!—and then again, No!!! These are in answer to the letter in your January issue, in which, under the above heading, James C. Moffett advocates the omission of periods at the ends of lines when they are signs of abbreviation, as in Co., St., Ill., etc., especially in address lines.

Many of the rules in grammar would be more generally followed, in fact, that which is proper would become thoroughly ingrained in our mental systems were it not for the exceptions to the rules which lead us into the mazes of confusion and nullify the value of the rules. Likewise, the irregularities of our spelling nullify the "rules" which are derived from analogous spellings. Now, seeing what trouble the deviations from regularity give us, why add to the complexities of the writers by fostering irregularities in the use of punctuation marks? Few of the young members of our typewriting and typesetting forces are adept at punctuation, sad to say. How can we expect them to improve, or even stay at their present level of "know how," if we introduce exceptions to what has hitherto been rightly adhered to as the acceptable thing?

I am most thankful that the practice in some English publications of dropping the period in Mr. and Mrs. has not obtained in American literature. It roils me every time I see this omission of the period, just as it disturbs me to see u in honour, labour, Saviour, etc.

I can stand the omission of the period (provided it does not indicate an abbreviation) and comma at the end of large or distinctive display and title lines, but not at the end of small or subsidiary lines. In fact, I am inclined to draw a line at the 12 point size; with this and smaller sizes these points are not so obtrusive and do not mar the "balancing" of the lines.

If I remember aright, the noted printer and connoisseur, Theodore L. De Vinne, objected to the fad of omitting commas and periods at the ends of title lines, and I have a feeling in my bones that he wasn't far from being right in his view.

Dear Brother Moffett, let us look for larger game in our efforts at bettering things typographic, and not worry about the punctuation marks, unless it be to insist upon a correct use of them. The only point that needs any attention is the hyphen, whose status in compounds might be brought under some rule were it not for those who have a rabid infliction of hyphenphobia.

Apropos of "balancing" display lines, take cap lines like these:

ASSOCIATION
CARDIFF
TOWN HALL
VANDALIA
WESTMORE

JERSEYVILLE
YOUNGSTOWN
BEAUCHAMP
JACKET
ALABAMA

Doesn't the excess of white in the triangular spaces fronting the initials A, J, T, V, W, and that at the rear of the endings A, F, L, P, T, throw these lines seemingly out of bal-

ance just as much as does the retention of a period at the end of a display line? Especially bad are JACKET, TOWN HALL and VANDALIA, in that the white spaces are diagonally opposite one another. Admitting that these discrepancies in balancing are offensive to the critical eye, what is to be done about it? Should we really worry about it? No, for with our inflexible letter forms we can not help ourselves when we use type; and when we resort to hand lettering and introduce filling strokes or ornaments in these white spaces it is very rarely that we get anything that is really artistic and satisfactory.

N. J. WERNER.

The Paper Standardization Movement

To the Editor: BALTIMORE, MARYLAND.

I have been asked what has been accomplished in paper basis standardization during 1920 and what the prospects are for 1921.

The agitation for a single basis unit of size and count is to avoid unnecessary work. Many basis sizes are now used, and all users of paper make and sell in units of 1,000, while we buy in units of 500. This greatly increases the clerical work, mental gymnastics and liability of error. We therefore advocate a single standard basis of 25 by 40 (a sheet area of 1,000 inches), and a quantity of 1,000 sheets, for all papers.

A second step will be to set up standard basis units of weight for making and stocking paper. These must meet all legitimate needs of paper users and minimize the present endless and uneconomical variation in basis weights demanded of the papermaker.

A third step will be to revise the present jumble of sizes of stock papers and reduce them to a regular graduation and reasonable number of sizes satisfactory for printers' needs and economical to papermakers.

During 1920 the United Typothetae of America, the Label Manufacturers' National Association, the Color Lithographers' National Association and the National Association of Employing Lithographers have endorsed this movement. The Folding Box Manufacturers' National Association has recommended that similar standards be established for boxboard.

For 1921 I believe this reform should be further agitated by the various trade associations, their committees should be brought into close coöperation, and through conferences with the various paper producing, distributing and consuming organizations it should be driven home. But we will not get very far unless we put into daily practice within our various printing establishments the thousand inch thousand sheet unit and *do it now*. Our trade associations must educate their members to begin now to use this unit as the basis for all their sizes and weights of paper, then we shall have taken another big step forward in this much needed reform.

CLARENCE G. BONIS,

Treasurer, Maryland Color Printing Company,
Member of Committee on Paper Basis Standardization, Label Manufacturers'
National Association and United Typothetae of America.

INCIDENTS IN FOREIGN GRAPHIC CIRCLES

BY OUR SPECIAL CORRESPONDENT

GREAT BRITAIN

The Financial Times lately issued its ten thousandth number.

THE Manchester Press Club, the oldest of its kind, recently celebrated its fiftieth anniversary.

IN December a fire occurred in the building of the London *Times*, which destroyed some sixty tons of paper and melted the inking rollers of four presses, putting these temporarily out of commission.

THE London Master Printers' Association recently ratified a provisional agreement between its representatives and those of the Printing and Kindred Trades Federation, in accordance with which the wages of male workers are increased 5 shillings and those of female workers 2 shillings a week.

THE price of paper has undergone a greater and more real decline than that of almost any other commodity in England. It is noted that the process of reduction has been going on since last June, and within the past three months the pace has been accelerated from various causes.

THE Sixth International Printing Exposition will be held in the Royal Agricultural Hall, Islington, London, N., from April 30 to May 14, inclusive. The advertisement of the affair says "this exposition is definitely British," but goes on to say that it shall be confined exclusively to goods manufactured in the British Empire or by British allies and neutral countries, all goods manufactured in or by Germany, Austria, Bulgaria and Turkey being rigidly excluded. Five hundred medals will be awarded to competitors in all groups, which include the graphic arts, their machinery and supplies manufacturers, publishing, and business office furniture and appliances.

FRANCE

THE National Printing Office printed 20,000 copies of the Peace Treaty. The volume, whose text is in French and English, contains 426 pages and four maps.

DENIKIN paper money of the face value of 72,000,000 rubles, found on two travelers in France, was printed on a rather good quality of paper and was actually worth about 350 francs as waste paper.

THE oldest *metteur en pages* (makeup man) in France is believed to be Léon Lebrun, a craftsman in the office of *Progrès de la Somme*, at Amiens, where he has worked since 1878. He is now in his seventy-seventh year.

THE importation of paper in rolls is now prohibited in France and Algiers. This government decree is being criticized as derogatory to the interests of publishers and printers, as it helps the manufacturers to maintain high prices for paper.

GERMANY

A GRAPHIC trades bank has been started in Nuremberg, with a capital of 1,000,000 marks.

PRINTERS are now absolved from reporting to the Government their stocks and purchases of inks.

THE police at Hamburg have arrested eighteen men charged with counterfeiting fifty-mark notes of the June 24, 1919, issue.

THE city of Nuremberg has recently permitted the use of advertising placards in its street cars, and a revenue of 31,000 marks per annum is expected therefrom.

A FIRM of publishers in Berlin, actuated by the high cost of printing, is trying the experiment of issuing typewritten editions of works for which the demand is likely to be very limited.

OWING to the increased supplies of natural rubber on the world market and the high cost of the production of synthetic

rubber, the manufacture of the latter has now been abandoned by a leading house in the German rubber industry.

BECAUSE of the scarcity of small change in Germany, a number of cities, we have been informed, have issued paper money of small denominations. It is novel then to us to learn that business firms did the same thing. Through the courtesy of John E. Schilling, of LaGrange, Illinois, who received the original from a foreign correspondent, we are enabled to repro-



Pierer'sche Hofbuchdruckerei

Stephan Geibel & Co.

Hans

Front and Back of One Pfennig Obligation,
Slightly Reduced.

duce as a curio the front and back of a one pfennig obligation issued by the Pierer Court Printing Office at Altenburg, Saxony. We doubt if any of our readers would care to cut out and "cash in" this reproduction, as one pfennig, according to present exchange values, amounts to only .02 cents; besides, the term of redemption ended December 31, 1920.

ARGENTINE

ACCOMPANYING last year's centennial celebration of the independence of Argentine there was held a graphic arts exhibition at Buenos Aires. Incidentally the printing house of Serra Brothers issued an eighty page jubilee volume, "Anales Graficos," for which it received a golden medal. This exposition led to the establishment of a printing trade school at Buenos Aires.

EGYPT

WHAT may be described as the waste paper basket of ancient Egypt has been unearthed at Deir Medinah, where thousands of mummified bodies of the sacred ibis have been found. Each body, encased in a vase, was embedded in a sort of cardboard formed by a conglomeration of papyri, which totaled hundreds of thousands of sheets of that material.

AUSTRIA

BECAUSE of the precarious condition into which the economic state of this country has brought the printing business and the consequent demoralization of its workers, hardly one thousand out of six thousand printers in Vienna are members of their trade union, while in the provinces there is even less interest taken in union affairs.

RUSSIA

It is reported that, next to agricultural machinery, paper is the largest article of import into Soviet Russia. According to official customs reports, paper passed through Reval to the extent of 46 cars (of 10 tons each) in August last, 5 in September and 168 in October.

Collectanea Typographica



By HENRY LEWIS BULLEN



Here Barker lies, once printer to the crown,
Whose works of art acquir'd a vast renown.
Time saw his worth, and spread around his fame,
That future printers might imprint the same.
But when his strength could work the press no more,
And his last sheets were folded into store,
Pure faith with hope (the greatest treasures given)
Open'd their gates and bade him pass to heaven.

The above verse may be seen on the tablet erected in St. Mary's church in Datchet, near London, to the memory of Christopher Barker, who died in 1599. He was printer to the crown by appointment of Queen Elizabeth and James I. His heirs continued as printers to the crown until 1709, except during the administration of the Puritan parliament and of Oliver Cromwell. The Barkers found the appointment both honorable and very profitable.

* * * *

Episode in the Life of Robert Hoe, Founder of the Firm of R. Hoe & Co.

THE following episode is taken from the autobiography of Grant Thorburn, the first man to engage in the sale of seeds in America, founder in 1802 of the present seedsman business of J. M. Thorburn & Co., New York city:

In September, 1805, the yellow fever prevailed to a fearful extent in this city. As I never left town while it was raging, I was "sitting in my tent door in the cool of the day, and lifting up my eyes I beheld a stranger," a rare sight in fever times. He was moving from Cedar street along Nassau, having his face set towards Maiden Lane. He walked in the middle of the street, and was reading the sign boards on the right and left. He paused in front of my door, and mine was the only store open in the block. As he stepped in, he said, "Mr. Thorburn."

"Where did you learn my name?" I inquired.

"I saw it over the door," said he. "I have just come on shore from the ship

Draper, from Liverpool. I am a carpenter by trade, my name is Robert Hoe; I am now in my eighteenth year."



Richard March Hoe (1812-1886).

The man who made R. Hoe & Co. famous. He invented the first successful fast newspaper press, the type revolving press, illustrated on the next page. Richard March Hoe, assisted by Stephen D. Tucker, made R. Hoe & Co. the greatest printers' supply house in history. It built the most advanced machinery for letterpress, lithographic and copperplate printing, and for platemaking and bookbinding. It made everything, small and large, needed to equip a printing house, except types. Its output excelled not only in ideas but in quality. Richard March Hoe loved his business. He showed this by collecting a library relating to printing, the most extensive ever made by one man. He was public spirited and popular, and advanced those who helped him achieve his ideas as an inventor and manufacturer. On account of his library he has been confused with his nephew, Robert Hoe, who eventually became head of the firm. This nephew was quite a different type of man. It is true he accumulated a great library, which was sold at auction after his death for more than \$1,000,000, but this library had very little in it about printing. The nephew cared little about printing as an occupation, and less about printers. He believed that almost everything made in his establishment, when he succeeded to it, had arrived at perfection. Neither he nor any representative of his was ever seen at a printers' meeting. He ceased to advertise. He was inhospitable to new ideas. Fortunately, the momentum of the prestige which his uncle had earned carried the business along, but when Robert the Third died, the prestige of his house was in eclipse. He forgot the printers, and they forgot him.

Says I, "Robert, were your indentures fulfilled before you left England?"

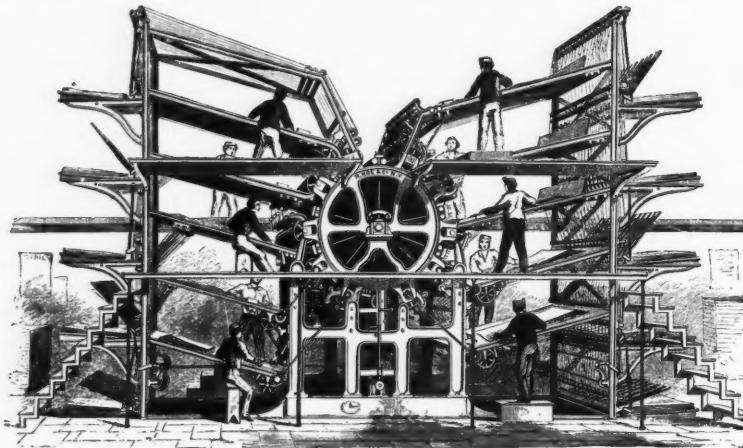
Says he, "I never was bound, I learned my trade with my father; I can't find work, I have no money; can you recommend to me a house in a healthy part of the city,

where I may board till I get employment, when I will pay them honestly?"

I knew the heart of a stranger, having been a stranger myself, and there was so much of honest simplicity in his speech and deportment, my heart warmed towards him; I gave him a chair, and ran up stairs; says I, "Gude wife, a stranger standeth at our door; shall we take him in?" "If thee pleases," she replied. "If he takes the fever, will thee help me to nurse him?" "I will," she answered. "Thank you, dear, for this; God will bless you." Now, says I, "Come and look on his honest English face." The impression was favorable. Says I, "Robert, this neighborhood is accounted the most healthful in the city; you will lodge here; if you take the fever, my wife and I will nurse you, you shan't go to the stranger's hospital." His eyes spoke thanks more eloquent than words. As he had no business abroad, I advised him to stay at home. The fever seized him, however, in less than a week. I procured an eminent physician; my wife and I nursed him. In seventeen summers that I've nursed among the sick, I do not think that I ever saw a case so violent but it terminated in death, his only exception. On the fourth day, generally the crisis, the burning fever was coursing through his veins, and drinking up his English blood. His skin burning, dry, and yellow, heart sick, home sick, all round sick; and his spirits sunk down to his heels. I sat by his bedside, he fastened his restless eyes on mine: "O Mr. T., Mr. T., I shall die, I shall die—I never can stand this"; and he threw his brawny arms across the bed, as if going to grapple with death. "Die," says I, "Robert, to be sure, we must all die, but you are not going to die this week." In this I spoke unadvisedly with my lips, but I thought of Pope Pius and his Bull, to wit, and the end would sanctify the means. He was under the influence of powerful medicine at this moment; I knew there would be a lull, as the sailors say, soon; and I meant to take advantage of the circumstance to persuade him to live, if possible. Fancy kills, and fancy cures. I left him for fifteen minutes. On my return, I felt his pulse; said I, "Robert, you are fifty per cent better already; I hope to see you walk from the bed, and sit by the window tomorrow." I sat by his bed conversing to cheer his spirits. I continued. "Death is nigh at hand at all times and in all places; but my impression is, that you will not die with this attack. I hope to see you a thriving master builder, married to one of the bonny Yankee lassies, and to hold your grandchild in my arms."

From this hour the fever left him. Shortly after this, the fever disappeared from the city. He became a master builder, and died, in 1843, aged 56. But his name will never die, while types are set, and printers breathe. Hoe's Printing Press is probably the most useful discovery that has blessed the world, since the first sheet was struck from the press. Formerly, we paid one hundred and fifty cents for a Bible, now we buy one as

lodge in a private family?" He said he could. We entered the next street, he stopped in front of a respectable two story brick tenement; on the front stoop sat a comely matron. She might have seen twenty-eight summers; on her lap sat a babe. Said my friend to the matron, "Gude wife, this is Mr. Thorburn, from New York; he wishes private board for a week, can you accommodate him?" "Yes," says



Ten Cylinder Type Revolving Press.

This was the principal invention of Richard March Hoe, whose portrait may be seen on the preceding page. He patented it in 1844, and for more than twenty years it had no rival as a fast newspaper press, being used by daily papers of large circulation in all countries. It was the first American machine to find a world wide market. Our picture shows the largest size, employing ten feeders. The type forms were placed on the central cylinder, and were inked by an apparatus below the cylinder. The type forms were held in chases with curved bottoms (called turtles), and as only small types were used, these conformed to the curve of the cylinder and were ingeniously secured by wedge shaped column rules and screws running through the frame of the chase. Impinging on the central cylinder were ten printing cylinders, taking the sheets, fed by hand, at the rate of 2500 an hour (or faster if the feeders could feed faster), and printing one side only. Thus 12,500 perfected copies of a twenty page newspaper were produced in an hour. These presses were made for two, four, six, eight and ten feeders. When first put on the market they required as many men to take out the sheets, as the automatic fly was not then invented. The vogue of this press, popularly known as "The Lightning Press," was ended gradually by Bullock's invention of the present web perfecting press. The ten cylinder size was 18 feet high, 37 feet long and 18½ feet wide. It was made to take various sizes of type forms, 26 by 36, 29 by 40, 33 by 45, and 36 by 50 inches, each form consisting of two or four pages. The weight of the largest size was 62,000 pounds. The demand for this machine was so great that R. Hoe & Co. erected a factory in London to build them for the European market.

good for twenty-five cents. It may be said of his sons (a rare occurrence in this country), that they are better men than their father, inasmuch as they have added many improvements to their father's plans. Mr. Hoe dwelt in New York thirty-eight years. After his recovery from the fever in 1805, we met times without number; his never-failing salutation was, "Grant, as the instrument under God, I have to thank you for my recovery from that fever." I have received many tokens of kindness from his worthy family of sons and daughters. And nothing in my past life affords such pleasing reflections as this act of duty and humanity to a stranger. When his aching head lay on my breast, as I held the cooling draught to his parched lips, I little thought that in his head lay the germ of a machine destined to revolutionize the world of literature, and shed light on the dark places of the earth, whose habitations are full of horrid cruelty.

About seven years ago, I stepped from the cars in a country town. Among them who were looking on, stood a man of genteel appearance; said I, "Sir, I wish to stop here for a week, I don't like to put up in a hotel; can you direct me where I may

she, "for a year, or a lifetime, if it is his wish. Oft has my father told me, when he was sick, and a stranger, that Mr. T. took him in, and administered to his wants." "What was your father's name?" I inquired. "Robert Hoe," she replied. "And is this your child?" "It is." I held the babe in my arms, it smiled on my face. "Now," says I, "madam, this day my prophecy is fulfilled in your eyes; it's just forty years, at a critical moment in your father's life, when I told him that I hoped to hold his grandchild in my arms."

Robert Hoe, the first, was born in Hose, Leicestershire, England, in 1784. He was a carpenter when he arrived in New York in 1805. He found employment with Matthew Smith, the leading printer's joiner of the city. He married Smith's daughter and thus in due time inherited the business, adding to it the building of printing presses. The firm name changed from Matthew Smith & Sons to R. Hoe & Co., in 1825. Thorburn confuses Robert Hoe with his elder son, Richard March Hoe, in awarding credit for the invention of the first fast

newspaper press. The R. in the firm name has stood for Robert or Richard at various times. The original Robert Hoe of our story had three sons—Richard, Robert and Peter. Richard and Peter having no sons, the son of Robert became the head of the business. He is famous because of a great library he accumulated, which was sold at his death for a little over \$1,900,000. A great grandson of the Robert Hoe of our story is now one of the executives of R. Hoe & Co.

* * * *

Early Objection to Advertising

ONE Samuel Sheppard, editor and printer of *Mercurius Mastix*, in his first issue, August 20, 1652, denounces the practices of other publishers, and thus expresses himself about advertising:

They have now found out another quaint device in their trading. There is never a mountebank who either by professing Chymistry, or any other Art, drains money from the people of this nation, but these arch cheats have a share in the booty, and besides filling up his paper (which he knew not how to do otherwise) he must have a feeling to authorise the Charlatan, forsooth, by putting him in the News-book [name used before the word newspaper was hit upon]. There he gives you a Bill of his Cures, and because the fellow cannot lie sufficiently himself, he gets one of these to do for him, and then to be sure it passes for currant, just like those who being about to sell a diseased or stolen horse in Smithfield, are fair to get a Voucher who will say or swear anything they please for sixpence. But why should we be angry with them for this? For it is commonly truer than the rest of their news. Nay they have taken the Cryers trade from them, for all stolen goods must be inserted in these pamphlets—the fittest place for them, all theirs being stolen they do so filch from one another.

* * * *

A Printing House Three Centuries Old

HERE is the chronology of the lively printing house of Monnoyer in Mans in France. The Monnoyers are letterpress and lithographic printers, binders, paper dealers and publishers:

Antoine Monnoyer established the business in Paris in 1618;

Pierre Monnoyer continued it in 1634;

Jean-Baptiste Monnoyer removed the business to Joinville in 1720;

Charles Monnoyer removed the business to Mans in 1751;

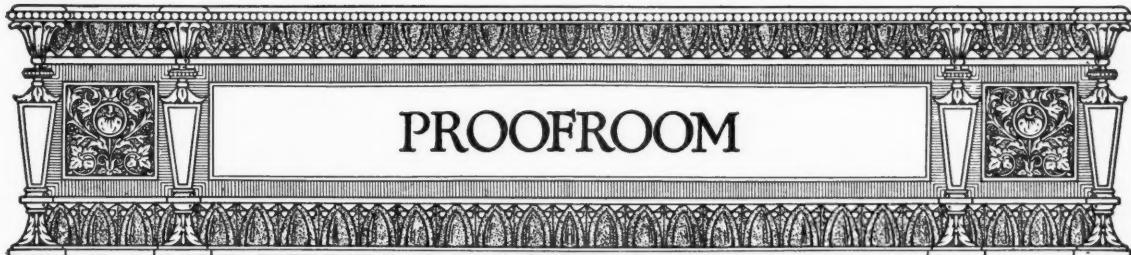
Charles Monnoyer II continued it in 1789;

Charles Monnoyer III continued it in 1811, becoming one of the earlier chevaliers of the Legion of Honor;

Edmund Monnoyer continued it in 1860;

Charles Monnoyer IV became head of the house in 1888, and still continues.

May it live forever!



PROOFROOM

BY F. HORACE TEALL

Questions pertaining to proofreading are solicited and will be promptly answered in this department. Replies can not be made by mail.

Somebody Else's

J. C. H., West Orange, New Jersey, writes: "I would like to have your opinion of the correct possessive form of 'somebodyelse.' According to Webster's Dictionary the form 'somebody'selse' is correct, whereas both the Century and Standard Dictionaries quote 'somebodyelse's' for they say that it should be treated as a single word and therefore the possessive ending would fall on the last of the word and not the middle."

Answer.—No dictionary of any worth ever had any single word somebodyelse. I have three editions of Webster's—the Unabridged, the International, and the New International—each of which (except the Unabridged, which does not mention the phrase) says somebody else's is right. The Webster's that says otherwise must be one that wrongly uses the name Webster and says what the real Webster's never said. The Standard says: "The expressions some one else, any one else, every one else, somebody else, etc., are in good usage treated as substantive phrases and have the possessive inflection upon the else; as, somebody else's umbrella; but some prefer to treat them simply as elliptical expressions; as, the umbrella is somebody's else." The Century says: "The phrases anybody else, somebody else, nobody else, etc., have a unitary meaning, as if one word, and properly take a possessive case (with the suffix at the end of the phrase); as, this is somebody else's hat; nobody else's children act so." Nowhere is any hint to be found of such a ridiculous single word as somebodyelse. Actual fact in regard to such phrases is simply that some busybody, supposing himself to advocate pure English idiom, objected to the possessive sign after any word except a substantive, and many writers and speakers were misled by such specious reasoning and adopted the forms somebody's else, etc.; but all these phrases are correct with the possessive sign at the end, as somebody else's.

"But that" Questioned

E. R. S., Waterloo, Iowa, writes: "I am interested in knowing from you, as an authority on grammar, as well as an authority on punctuation, whether you consider the expression 'but that' correct, as in 'There is no doubt but that many buyers of printing will use the decline in prices of other commodities as a club and endeavor to make printers cut their prices,' from a recent issue of THE INLAND PRINTER."

Answer.—From the reference to punctuation, I suppose this writer imagines that the sentence quoted might admit some pointing. Therefore I assert my opinion that no point is needed in it; in fact, any use of a comma therein would be wrong. The expression challenged is correct, though it has been subjected to severe criticism by many pedantic purists, some of whom have called "but that" in such use actually indefensible. On the contrary, many of the very best writers of English, probably much more learned scholars than any of these pedants, use these words exactly as in the sentence questioned. Ruskin wrote, "I do not doubt but that you are surprised," we are told in Webster's Dictionary, which tells us,

as also do other dictionaries, that in such expression "that" alone is now considered more logical. All our full dictionaries are edited by men who know the language and its usages thoroughly, and none would say any such thing without sufficient reason. Their reason here undoubtedly is that the usage in question was established by undoubted authority long ago, and has remained as correct usage, and will remain so, despite pedantic objection. I am asked for my personal opinion, though, and will give it. My own writing of the same thought might appear just as in the quoted sentence, but if I remembered the objection some people make to "but that" I would probably write, "Undoubtedly many buyers of printing," etc., or "Surely many," etc., or some other expression that avoids possible question. But I am sure that I would never find fault with any one for writing "No doubt but that."

Pulled Lines

F. C. H., Boston, Massachusetts, sends this: "I am reading proof on a monthly and weekly magazine, where extreme accuracy is expected, though from rather inexperienced readers. Our department is willing to train its own workers, but it expects perfect work in the process. My apprentice period covers two years, including some typesetting in a small shop, copyholding, and four months of galley reading. My copyholder came to us, inexperienced, three months ago. I am eager to learn what, in your opinion, is the safest way to avoid 'pulled lines.' Our galleys are cleaned up, sent to the editorial department, and put in dummy form, with many editorial changes, often involving rerunning or deleting whole paragraphs, making necessary a later shifting of articles or groups of lines, in various page proofs. The revisions are made, and the proof sheets go back to the editorial department for more or less smaller changes. Then we do our final reading, and the last composing room corrections are made; the corrected lines are proofread, with the line above and below the correction. On magazine work we try to correct even slightly broken letters. There is an inevitable similarity in much of the text, and often in single lines, especially in a directory, making the work more difficult. The revisions are 'horsed out' by a copyholder, then read aloud. All broken letter lines of revision after our final reading are hunted for on that page (two columns) by the proofreader. Still, we get 'pulled lines' now and then. We have had three in the past four months. Theoretically, we should be able to do the whole thing perfectly. The editorial department tells us we should, and we admit it—but we don't achieve it, that's all! How are the big magazines read, for perfect work? (Though they, too, do not always achieve it, nowadays, I notice.) Is it a matter of an exactly planned dummy, less revision after articles are set up (of course the more changes, the more chances of mistakes), or more experienced proofreaders, or what? We enjoy your articles in THE INLAND PRINTER, and should be grateful for any suggestions you may offer."

Answer.—I presume the phrase "pulled lines" refers to the lines that are left out when a new slug is inserted in place

of a line other than the right one, generally caused by the wrong one beginning or ending with the same word as in the slug that should be removed. This is an error very commonly made by correctors. No proof should be revised without close watch for such errors. It is far short of sureness to look at a line above and one below. In revising a proof one should absolutely never simply mark anew an uncorrected error on the new proof, but should look up the other line, which is not infrequently some distance away. The safest way I can think of is to match the two proofs and verify line by line for whatever distance is necessary every time an error seems to be skipped in correction. Never stop at one word in the line, but be sure every time to look further. Big magazines, or any other work that shows better proofreading (none too common in any work), simply show the result of more carefulness — never of nervousness or worry, but of equanimity and persistence until certainty of result is secured. Adequate revision demands as much care as any part of proofreading, and is not to be expected from an inexperienced copyholder. Planning of a dummy does not affect the quality of proofreading. A final reading should be given all pages before they go to press.

CURIOS FOUND IN THE DICTIONARY

BY F. HORACE TEALL



In our ramble through the early part of the dictionary we encounter many causes for wonder as to the senses of words and their changes in use. Among these is what led me to speak of causes for wonder rather than curiosity or any other such emotion. This was the reminder that admiration meant at one period simply wonder, and to admire was to wonder, and even now the word admire and its derivatives really include wonder in their meaning, although present use most often seems not to refer to wonder at all. No one thinks of wondering now in calling anything admirable, but Jeremy Taylor did not mean anything else than wonderful or marvelous in saying, "In man there is nothing admirable but his ignorance and weakness." To admire must have been settled in the special sense of pleased approval as a means of making a plain distinction between it and wonder; and such distinction between words that once were exact synonyms constitutes a common process in the development of the signification of words.

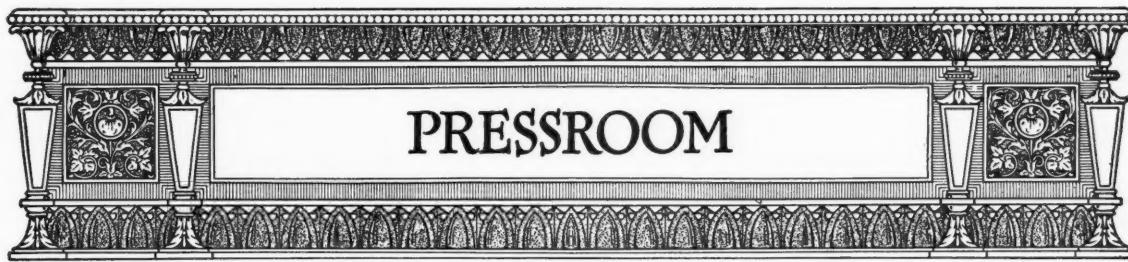
Of course these papers are not to note everything curious that can be found in the dictionary, for that would involve writing more than one of the largest books; but an example of the process just mentioned happens to be noticeable near the word there discussed, and will serve for illustration here. Allow now means to consent or yield tacitly, or merely by not refusing, also to grant, permit, concede, yield, etc., but the word allow is hardly usable without the basic idea of mere passive acquiescence. We can not use it now, so as to be understood, with the sense of laud, praise, or approve, as it is in Luke's Gospel, "Ye allow the deeds of your fathers;" nor to mean invest or intrust, as Shakespeare did in making a senator tell Timon, "Thou shalt be allowed with absolute power;" nor to mean license, as Shakespeare did in making Olivia say, "There is no slander in an allowed fool." Evidently the verb to allow has disburdened itself of some of the confusion it first accumulated, and it is not improbable that the same simplifying process will reduce it still further.

I had thought it little likely that anything else in this very early part of the dictionary would arouse my curiosity, but I soon found something that convinced me that every page of the book is worth attention. In Webster's Dictionary is a quotation from Thomas Fuller (seventeenth century), "Being amused with grief, fear, and fright, he could not find the

house." How such things could amuse any one may well puzzle us until we learn that amusing in the earliest sense had no trace of our idea of pleasing or entertaining, but simply meant "causing to muse," or bewildering. Certainly we can not speak now of fright amusing any one. But we can see, when we think it worth while to ponder a bit, a natural connection between our present idea of amusement and the former literal notion of making one muse or be perplexed. Still another sense of amuse is given as current by Webster and the Century, but called archaic by the Standard. It is "to keep in expectation, beguile, delude," as used by Dr. Samuel Johnson in saying, "He amused his followers with idle promises." This signification may be permissible now, but is certainly not common. It is noticed here mainly as illustrating a step in the word's history from the mere notion of diverting to that of pleasant diverting.

We encounter a reminder of curious history when we come to the word assassin in our dictionary. We there find that our present use of the word is derived from the name of a Persian sect most active in the twelfth and thirteenth centuries who were called Assassins from an Arabic word *Hashshashin*, meaning hashish-eaters, because they were supposed to prepare for secret murder by eating hashish. I suppose we have no other name for such persons principally because of our slight occasion for naming one in any way.

Our use of the word bedlam for any scene of uproar or confusion has arisen through a series of changes from a Hebrew word that signified a house of food, or where food was provided, a hospice. The ancient city of Bethlehem was very early called Bedlam, by a common corruption of English pronunciation, and that corrupt form became our common word bedlam, whose curious history I quote as given by Greenough and Kittredge in "Words and Their Ways in English Speech": "The generalizing process in this word is curiously connected with religious history. There was in Palestine a religious establishment dedicated to Saint Mary of Bethlehem, that is, the Virgin. In early times a branch of this establishment existed in London. Attached to the church was a hospice or house of entertainment, meant, in the first instance, for the use of members of the fraternity who might be temporarily residing in that city. Gradually the ecclesiastics of this house gave their attention to a special form of charity — the reception and treatment of lunatics — and Bedlam, that is, 'the London hospice of Saint Mary of Bethlehem,' became an insane asylum. When the violent measures of Henry VIII. abolished so many monastic houses this particular hospice was given to the city of London and continued to be used as a refuge for the insane under the name of Bethlehem Hospital or Bedlam. Hence the word bedlam was applied to any insane asylum, and from this use its modern employment for any kind of tumultuous assembly or any great disturbance was easy. It is interesting to observe that in the history of this word we have involved the founding of the Christian religion, the passing of the Holy Land into the control of the Saracens, the Crusades, which restored it to Christianity, the continued relations between the Latin Orient and western Europe, the whole theory and practice of monastic institutions and fraternities, with their labors in behalf of the poor and sick, the Reformation in general, and, in particular, the Reformation in England under Henry VIII., with its confusion of religious and secular motives. Incidentally, this involves the personal history of Henry VIII., and, in particular, his quarrel with the Pope over the question of his divorce from Katharine of Aragon and his marriage to Anne Boleyn. In other words, the history of the single word bedlam can not be completely understood without some knowledge of the history of Europe and Asia for more than fifteen hundred years. It would be hard to find a more striking instance of the absurdity of regarding the study of words as a narrow and trivial diversion of pedants."



The assistance of pressmen is desired in the solution of the problems of the pressroom in an endeavor to reduce the various processes to an exact science. Replies to inquiries will be made by mail only when accompanied by stamped self addressed envelope.

Ink Fountain Blade Is Worn

A Nebraska printer has an ink fountain blade which does not control the supply properly. If the fountain is an old one the following advice may help:

It may be possible that blade is worn short. The blade in time will be worn by contact with roller and finally will not control the ink supply. Remove ink and blade, and note if the edge is square or sharp. You could take the fountain apart and clean it thoroughly. Examine the setting screws and see if they are not too near the edge of the blade, which indicates a worn blade. The maker of the press doubtless will be able to supply you with a new blade, which you could apply yourself.

Luminous Ink Wanted

A Michigan printer writes: "We have recently had an unusual request and should appreciate any information you may be able to give us. A customer has asked whether it is possible to secure an ink so that type can be printed to be readable at night, on the order of the radium dials for watches. We have never heard of any such process, but thought you might be able to give us some help on the problem."

Answer.—On inquiry we have been unable to find any such ink on the market. Doubtless it can be made, as the chemicals are well known to color chemists. Take the matter up with your ink dealer, and he will advise if it is possible to have it made to order.

Printing on Leather

A Massachusetts printer writes: "Can you tell me where I can find suggestions for printing on leather?"

Answer.—You may print on leather quite the same as on paper, except that a strong ink should be used. Of course sufficient impression must be applied to impress the ink fairly into the leather. If the printing is to be done in gold or gilt, a size is applied and the leather and the gold leaf or foil are laid on and the heated type design is applied to the gold, this causing the gold to adhere where the heated design has contact. This method of decorating leather is treated in books on the subject of bookbinding and is classed as finishing. As for the pressman, there is no special skill required to print on leather except as we have just noted.

Heat on a Two Color Press

A pressman in a Canadian shop sends some specimens of colorwork produced on a two color press. He mentions among other matters that the yellow in one form was thinner than the succeeding color, which did not give satisfactory results. He wants to know if special inks are made for this class of work, and also asks if heat can be used to advantage on presses of this type.

Answer.—The yellow being the first color should have been the more dense of the two. Doubtless it would not have caused the trouble you mention had it been so. In wet color printing the first color must be the heavy ink, followed by the thin-

ner grade. It would be well for you to write to a firm that is specializing in inks for two and four color presses, and which will be in a position to give some valuable information. The use of heat, in a press where the device can be applied, is helpful and produces good results. There are several firms that can furnish devices for heating sheets during printing, which will help dry the ink as well as eliminate electricity. Names will be given on request.

Wants to Adjust Cylinder

A South Dakota pressman writes: "I am seeking information as to how to regulate the impression. The end of cylinder (on drive wheel end) seems to be too high. With the same amount of packing on both ends the drive wheel end prints much weaker than the other. I tested it with strips of paper on the bed bearers, and the strip on right end could be drawn out while on the impression. If I turn the cylinder adjusting bolt will it have any effect on the gears? Must I make any other adjustments?"

Answer.—In changing the impression do not have the press standing on the impression with form on the bed. To make test after changing screws have a news form on press, and with the strips on bearers let press turn to impression position and draw out strips. The cylinder gear and the intermediate gear may mesh too tight, but as there is always play between the intermediate gear and the cylinder gear it will permit you to lower that side without any binding. But let us suppose there is a binding when the cylinder is brought down, then the intermediate gear may be moved. Usually it is on an eccentric stud which may be shifted to permit more play on the gears. Only a trifle is needed. Make a close examination and you will undoubtedly find how it can be done.

Embossing on a Platen Press

A Wisconsin printer was furnished an embossing die, but having had no experience he was unable to produce a satisfactory job and therefore asks for our advice.

Answer.—This work is not difficult to do. Lock the die in a chase a trifle below the center. Then paste a piece of smooth manila on the platen. Remove the rollers, and when the form is on the press rub a small amount of ink on the die, place a few pieces of cardboard behind the form, and then pull an impression on the sheet pasted to the platen. Now you may apply the embossing compound or Stewart's embossing board. Pull an impression on the compound or board according to the directions furnished. When a suitable relief is obtained the quads may be pasted on for guides, and you will then be ready to proceed to do the embossing. If you desire the relief part to be in colors or in gold, the printing must be done first, and if an extra glossy print is wanted the form may be printed with varnish before embossing. Henry Kahrs, 240 East Thirty-third street, New York city, has placed an interesting embossing method on the market. Some specimens just received show a maple leaf embossed in natural relief by using what is called "Kalkotype" board. To reproduce the leaf an impres-

sion is taken of the object on the board, then cutting and scraping away the surrounding parts and making a stereotype cast of the impression of the leaf. Any flat subject may be used for making embossing plates. Printing plates may be made by using the Acme dry process matrix board. This process is called the Acme embossing process.

Brown Ink Causes Trouble

A Southern engraver sends proofs of plates and also pages from magazines showing plates as used in publication. He calls attention to the unsatisfactory results obtained, and asks our opinion as to the cause.

Answer.—In our opinion, the fault lies in the selection of the brown ink. There are grades of brown ink that are not suited for fine screen halftone plates, and evidently your pressman used a brown ink which was not suited for these plates, but for letterpress work only. A brown of this type will cake on the plates and on the rollers, and in backing up a form it will offset to the top sheet and form lumps. The principal fault with the ink is due to failure of the vehicle to hold the pigment intact; hence it fills up the plates. The only way it can be worked at all is by adding body gum or some similar binder to the ink and by frequently washing out the plates. It is regrettable that the pressman did not select a more suitable ink, as we deem the plates good examples of engravers' work, and if a black or any other suitable grade of ink had been used a satisfactory job would undoubtedly have resulted.

Electricity in Paper Causes Trouble

An Iowa publisher states that he is again having trouble with electricity in paper, and asks for a permanent remedy. As this is the season of the year when electrical disturbances are rife in the pressroom, we may as well call attention to the fact that there are devices on the market that will give permanent relief. Our advice to the inquirer is to secure one of these devices (names will be given on request) or try the following plan, which often gives relief: Melt together equal parts of paraffin and castor oil, or common machine oil if the castor oil is not available. Take a rag and rub every sheet of packing in the tympan with this mixture. Use a liberal supply. Very often this eliminates the electricity. If you use stove heat, always keep a pail of water on the stove so that the air is not too dry. Also pile your news stock as near the source of heat as you think safe. The stock should be opened up and kept in a warm place so it will not develop electrical troubles.

Commercial Work Should Be Printed Carefully

A Vermont printer sends specimens of commercial work and asks for advice toward improving product. This may help others if applied to a similar line of endeavor.

Answer.—The work can doubtless be improved upon. Not knowing all the conditions under which you operate your press, we offer the following general suggestions, some of which may overcome your troubles: (1) The rollers and truck rolls should be approximately equal in diameter. If the rollers are greater in diameter than truck rolls, wrap the latter with friction or surgeon's tape so that the rolls are almost the same diameter as the composition rollers. This should cause the deposit of ink laid upon the type to appear even and not slurred to one side as shown in some of the specimens. (2) Have wood bearers locked up in chase. These may be about 24 points on face and approximately type high. These may be omitted if you have expansion truck rolls. (3) Practically all the samples show you could use a tympan made of four sheets of thin hard manila, with a top sheet of fairly heavy but smooth manila. When the make ready is complete the sheet of thin hard pressboard may be removed from under the tympan and placed just under the top sheet. This will give increased sharpness to the impression. The make ready or

spot up sheet may be placed down two sheets in the tympan. The bank deposit slip was printed without proper make ready. Defective letters and rules that print light should be changed. The piano recital program could have taken one or two more pieces of tissue at foot end of form without undue pressure marks being visible. The sliding of the rollers may have been the cause of the slurring. The time ticket prints as though the rollers slipped. The maple syrup card doubtless would print better if you followed the tympan layout suggested. The letterhead for the yacht club printed in bronze blue ink carried too much ink. The curved line would have been improved by a patch of tissue. Occasionally washing out the form with brush and gasoline would cause the small letters to print clean. Each of the cards printed on heavy board carried too much ink. In a form of this kind use all the rollers you can on the form. Your letterhead does not show the slurring effect that appears on the other specimens. Try locking up wood bearers, or tape your roller truck rolls.

AN AID TO PLATEN PRESS PERFORATING

When perforating with steel rule on platen presses the pressman is apt to experience various difficulties, chief among which is the continual tearing and wearing out of the draw sheet. Another disturbing element arises when the paper or cardboard persists in sticking to the perforating rules.

Most of the tearing and wearing of the draw sheet may be overcome by sticking a sheet of gummed Holland (a bindery product) over that portion of the draw sheet into which the perforating rules sink. On short runs this is not necessary, although it is always best. The difficulty caused by the paper or cardboard sticking to the rules may be remedied to a certain extent by the use of auxiliary grippers and stout cord stretched between the main grippers, provided, however, the nature of the job will permit. Corks, too, are often used in an effort to avoid this trouble, gluing them in between the perforating rules.

But neither corks, grippers nor string will entirely eliminate the nuisance. There is a much better remedy than any of these, one that the writer saw tried out successfully on several thousand milk tickets. There were eight quart tickets to the sheet, and each quart ticket was perforated in the center so that one pint could be paid for, thus the whole sheet was divided into sixteen parts.

The idea can not be applied, however, if the perforating is done at the same time as the printing, but where the sheets are perforated afterwards, it may be carried out successfully. This plan may seem strange, yet it can be done and has been done.

The tympan is prepared in the usual way, using gummed Holland, tracing cloth, or whatever medium the pressman is wont to apply to the draw sheet. If possible, one or two grippers should be set to hold the sheet. Place one roller in the roller arms (obviously an old roller should be used, as a good roller soon loses practically all of its ink distributing qualities if it is used in conjunction with perforating rules) then throw a few drops of olive oil into the ink pan. Let the press run idle until the oil is thoroughly and evenly distributed, wipe off the perforating rule, and begin feeding the stock.

The oil, which is imparted to the roller and from thence to the rule, actually prevents the paper from sticking to the form. Of course, the writer does not claim that this oil will prevent all kinds of stock from sticking to the form, but it was successfully used on the common milk ticket variety, and should prove equally as satisfactory on stock of a similar nature. Care must be taken not to get too much oil on the rule. Olive oil will not stain unless used too freely, but care should be taken in any case. However, there is little or no danger of stains, as only a very small amount of oil is needed to get the desired results. With a little experimenting the pressman can easily determine just how much to use.—*Edwin R. Mason.*

THE POSSIBILITIES OF A SMALL PLANT*

BY FRANK R. WILKE

HE message that I want to bring to the small plant proprietor is not my own. It is one that has been taught me in the school of printing by the members of the craft. What I have acquired in knowledge, in learning, in thoroughness and efficiency has been taught me by men like you and my colleagues elsewhere. I am a product of the printing shop. I started to work at the age of fourteen, and I have had my nose on the grindstone ever since. It is the older men in the calling, the men I worked with that have taught me all I know; not only about printing, but likewise my attitude toward mankind and my fellow men in life.

The small printing office has in the past been used as a lightning rod by buyers of printing to run prices into the ground. The reason for that is self evident. You go into the average small printing plant and you need a magnifying glass to find the proprietor's name on the window. The window is all littered with dirt and dust; it has not been washed for years; no ray of light comes through it, and as you open the door to go into this print shop, your feet get tangled up with a lot of litter and dirt that is lying around, and of course, as you walk into the shop there is no effort made to keep the mechanical department from the office, because one runs into the other; as this buyer of printing walks into this particular shop he finds prevalent all over the place that same environment that confronted him as he entered. The stone is littered with type, dust and papers. The floors look the same way, and of course that same environment is again reflected in the appearance of the proprietor.

While I am not an advocate of wearing tuxedos in a print shop, I do believe that your shirt ought to be sent to the laundry once in a while. I heartily endorse a visit to the barber at least twice a week, and a funnel of some kind for some of the type of printers I know would be a useful implement to pin on the lapel of his coat to take care of the tobacco juice that is running down. You have met that type of print shop proprietor, haven't you? I know they are in Chicago, and they are in Milwaukee, also, if you please.

Now, when the buyer of printing sees that type of fellow and that type of office, he is immediately impressed with the ability of that man. He has formed the vision of what a wonderful price he has got to pay for that man's product. Now, that fellow ought to get out of the printing business. He has no license there, and it is a disgrace to even have to call him a printer. His equipment is right in keeping with the general appearance of the plant. Why, I have seen printing offices where they were trying to print newspapers on an Adams press, and it is not over five years ago; they have one down in Columbus, Ohio — I don't know whether it is a century or more old, and they are trying to do jobwork on it.

The small plant proprietor is trying to do business on the basis of paying for a gallery seat and then sneaking into the boxes. He buys a ticket for the gallery and tries to sit in a box. Now, it won't do to try to play the game in that manner. You have got to work in line with the brethren of the profession who are successful. You have got to adopt their methods, and, as the worthy previous speaker said, put your house in order.

The average small shop proprietor is a cry baby, if I may use that term. You go in and visit him and you try to bolster him up, you try to inject a backbone where a wish bone is, and what do you find? He is whining and crying about what the other fellow is doing to him. "Why, Bill Smith down the street, he just swiped another big job of mine, cut the price

away under." If you jump on him and ask him, "Well, what are you doing," he is a simon pure article, eighteen carat all the way; and yet, what is he doing to elevate the industry? What has he done? Absolutely nothing. He is the anchor on the business trying to drag it down.

The modern printing office — that is, the small shop plant — is conducted according to the rules and regulations of the larger plant. You will find the front office, while not as pretentious or as large as the big plant, just as inviting and just as businesslike as the larger office. You will find there a private office, and you have got to send your card in if you want to see the proprietor, just the same as in the big plant. We stand according to rules all the time, and we play the game accordingly. In routing work we use the same efficient method that is used in the big plant. I want to tell the small shop proprietor that if he runs his shop on the same business method that his larger competitor does, he can get a return on his investment of from fifty to seventy-five per cent net profit, and I can back it up by facts and figures not only from my own plant, but in several others.

When I started in the printing business with two platens, one of the first men that came to see me and congratulate me was Mr. Meyer, of Milwaukee, one of the pioneers in the U. T. A. work, and he tendered me his congratulations and said, "Frank, if there is any material you need or any equipment, come on over and get it, you can have it." Frank swelled up. I was going over and get any kind of type I liked. As he was about to leave, he said, "Frank, what kind of a cost system are you running?" I told him, showed him what we were doing in the method of determining costs, and he patted me on the back, and said, "I do not think you are going wrong very far, it is all right," and he went away. That was one of the largest printing plant proprietors there, and he came away over on the north side, up on the hill to see how this upstart was getting along.

For six months we did not do any printing business, if you please, and my partner got a lack of circulation down below. His palpitator was not running in the right way and he quit. We were then nine hundred dollars to the bad. For six months I heard that song, "Cut prices, cut prices," and it always went over my head. I had determined in starting out that I was going to sell more than just paper and ink. I was going to give service with that commodity called printing, and I hewed close to the line, stood by my guns, and my judgment has been vindicated, if seventy-five per cent on an investment of sixteen thousand dollars is any criterion.

You will find that in the small shop system is unknown. With thirty minutes' work in the morning I can route a day's production in my plant and have no questions asked by the employees for the rest of the day, and it is just as simple a proposition as you would want. We have a half dozen ticket boxes. The first one is, New Jobs; the second one is Jobs Set, and the third one is Proofs Out. Over in the pressroom we have Jobs Locked Up, Jobs Running, and Jobs Complete. Each morning we take our orders into the shop, and put the jobs to be set into the proper box, the tickets in rotation in the order in which they have got to be set up; in the rotation in which the jobs are set up is the way they have got to be locked up; and in the shape in which they are listed over here in the lockup box is the way the pressman runs them off. At eight-thirty in the morning we forget all about the shop and go out and interview the fellow who left the call. I have not solicited an order for printing in two years, unless I was called.

The small shop plant proprietor goes out and tries to sell direct advertising matter and doesn't even spend a nickel's worth to advertise his own product. He will talk folders, envelope stuffers and everything else to the other fellow and does not use any himself to boost his own business. Can you conceive of a haberdasher who is wearing an 1880 derby on

* Extracts from an address delivered before the Franklin-Typothetæ of Chicago by Frank R. Wilke, job printer of Milwaukee, Wisconsin.

his head trying to sell 1920 velours? That is the position the small shop proprietor is in. He is not using his own product as a stimulant to interest the other fellow. If he is asked to give a quotation on one thousand letterheads that is all he will quote on. If anybody asks me for a quotation on one thousand letterheads I feel I have not done my duty if I don't sell him five thousand; and if I don't get another color on that letterhead, it is not my fault, I assure you.

What is the small printing plant proprietor doing as regards creative advertising? You know, imagination is a wonderful thing. Webster defines it as "A creative potential force." Have you ever used your imagination to create some printing for the other fellow? Are you going out and selling it to him without competition, without any price? I have just concluded a little campaign up on the north side, a distance of seven blocks, wherein I put over a sale week entitled "Upper Third Street Week," in which seven blocks I collected forty-five hundred dollars from one hundred and ten merchants, and there was spent in those seven blocks twenty thousand dollars in publicity, if you please. Not that the merchant could make money for that particular week, but to get rid of his stock that had been purchased at the long price and dispose of it as quickly as possible so that he could buy new goods at the short price, and with that advertising campaign naturally they needed printing and we sold fifteen hundred dollars' worth, that is all, about fifty per cent of a month's ordinary sales. Our sales approximate thirty-six hundred dollars a year on an average. In other words we created an idea, sold it to the merchants and then took in return in our own product about thirty-three per cent of the sum collected, and the other went into newspaper advertising.

We are creating thoughts of that kind every day for our clients, and there is not a question of prices. We try to give them a product that will bring them returns and every time that product we delivered registers we ring up another fare also, if you please.

Now then, creative sales and efficient production go together; service and a better quality mean more printing and better prices. Some people confound the term service with the idea that if a fellow leaves an order for one thousand statements and is asked to wait in the office and the job is delivered to him in forty-five minutes, that is service. Don't fool yourself on that stuff, that is not service at all. That is just a trick play with one of the cards missing in the pack. That gets you nowhere. In the first place, that product is not as a printed product ought to be, and if the customer had any sense he would not accept it, because it stands to reason that the job is offset, smutty, and has not been given the attention it deserves. The small plant proprietor should take the same pride in producing a business card of two hundred as he does in trying to do an elaborate four color job as this bird does. There is a reason for it. You have got to convince your client that you are giving him something else besides paper and ink. He must in the first instance be inspired with a confidence in your ability to deliver, and what better asset is there in any business or any work in any walk of life than confidence?

Do you think that confidence is inspired by a fly bespecked window pane and a littered desk and a slovenly job? Why, no. That is why the small printer commences to cry about what the big fellow is doing to him. You know this cry baby stuff always reminds me of the pickpocket who complains to the officer who caught him, and forgets his own act. You are taking dollars out of the industry to which you are not entitled. You are taking away from it the prestige that the industry deserves, and then on top of that, the crux and the keystone of the whole situation, he has not got a cost system. Would that I could reach every small plant proprietor here and din into him and drum into him and convince him what a cost system means to him.

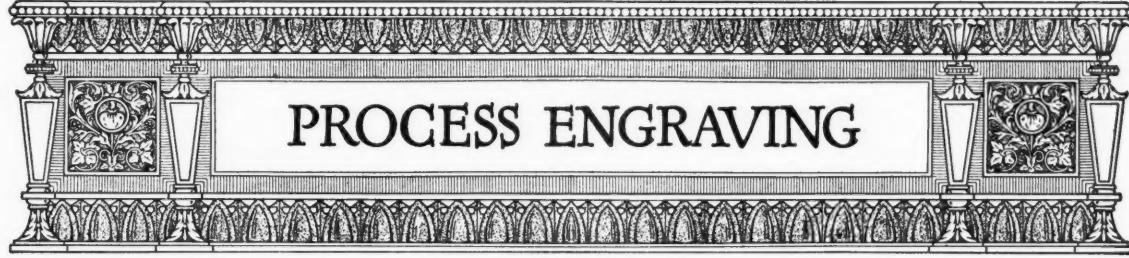
We are told that Thomas Edison is the wizard of electricity; and do you know why Thomas Edison is a wizard? Have you ever stopped to think why his name is known in every civilized country in the world? I will tell you; because he is so thorough and systematic in what he does that when he gets through there is no excuse for a mistake. Do you realize that in perfecting the tungsten lamp he went all over the world, secured eight thousand specimens of different minerals and substances and analyzed every one of the eight thousand before he perfected the tungsten light? That is why Thomas Edison is a wizard. Do you think a printer could be a wizard without a cost ticket? I don't.

A cost system will show you several things. It will show you the productive time of your plant. It will show you the non-productive time of your plant. It will be a barometer indicating the efficiency of your plant. If you have enough work in that plant and your production is going down you will know there is something wrong, and you do not have to stand there and watch it; take your monthly cost summary sheet and it tells its own story. We found this to be a fact, that by letting our pressman come in one half hour earlier in the mornings we are getting a half hour productive time for four presses, equivalent to two hours' productive time that was selling at that time at four dollars. We got that three hundred days of the year; in other words we got twelve hundred dollars more than we had been getting before. We also found that on the item of ink, by charging ten cents for every job that went through of a small nature, we were selling five hundred dollars' worth of ink more than we had been selling before. We also found that the interest on our investment, a matter that is overlooked by nine-tenths of the small plant proprietors, was bringing us a return of over eight hundred dollars a year. We found a leak of fifty cents on each productive hour of one man that we were not getting because we had got the wrong rating in the first place when we started off, and do you know what that one leak amounts to? A leak of twelve hundred dollars. We stopped the leak, and got a net return of twenty-three hundred dollars on three other items. Does it pay to have a cost system? I say it does.

Not only will it do that for you, but it gives you an opportunity to go out and sell your product to your customer without a price, because when you convince your customer that you are running the business on a cost system that is endorsed by thousands of printers, as it is by the U. T. A., it immediately inspires confidence in you, and it is twice as easy to dispose of your product without competitive figures. Ninety per cent of the work we secure is without a price.

Now, I want to tell a little story about myself to typify what I am trying to convey and the thought I would leave with the small plant printer. I have a Ford sedan and when it came it had a buzzer on it that did not sound as loud as our front door bell. Every time I dragged along behind a lumbering truck it took me fifteen minutes longer to get downtown than I cared about, and I conceived the idea I would put a seventy mile horn on that proposition, and I did, and I now have one of the loudest horns in the city of Milwaukee. Whenever there is a big truck ahead of me I push my button and the driver moves over to one side, and I scoot along, and you ought to see him look at that Lizzie go by.

Now, my friends, put that seventy mile horn on your own business and make the other fellow move over to the gutter. That is my argument, no matter how efficient you are yourself (and this applies not only to the little fellow, but to the larger one also), no matter how efficient your executive organization may be, if you don't have that same efficiency reflected and working in among your men, you will never be successful. You have got to get them interested in that same spirit. You have got to make them feel that the printing business is an art and is worth while.



PROCESS ENGRAVING

BY S. H. HORGAN

Queries regarding process engraving, and suggestions and experiences of engravers and printers, are solicited for this department. Replies can not be made by mail. Our technical research laboratory is prepared to investigate and report on matters submitted.

For terms for this service address The Inland Printer Company.

American Institute of Graphic Arts

A most enjoyable meeting was the one for December. "The Battle of the Books" it was called, for Royal Cortissoz, literary critic of the *New York Tribune*, held there was a lack of taste in the paper, printing and binding of the trade books. Frank H. Doubleday defended the publishers, claiming that they were doing the best they could to satisfy the demands of the public. Ingalls Kimball, of the famous firm of Stone & Kimball, Chicago, told how those two Harvard boys went into the book publishing business and produced the books which are so sought after by collectors now. It was a delightful reminiscence. Thomas L. Masson, editor of *Life*, showed in his humorous way that the whole discussion was not worth while, for "the public isn't reading 'em anyway."

Photoengravers' Advertising

Photoengravers have assisted others to fortunes by making advertising illustrations for them but have neglected themselves. There has been a hopeful change within the past few years in this matter, as shown in the engravers' advertising in the trade journals and even in the daily newspapers. Albert Burgess, of the Flat Iron Building, New York, is an engraver who is to be commended for enterprise in advertising. His clever color chart is well known and has given him much valuable publicity. Just to hand is another simple but effective bit of advertising by him. It is a round glass paper weight through which one can see the standard hues of the three color inks adopted by the last photoengravers' convention, and also the secondary and tertiary colors as well as the black produced by those standard inks. The American Engraving & Color Plate Company, San Francisco, sends an artistic New Year greeting which shows that company's skill as engravers and is consequently good advertising.

Artistic Holiday Greetings

Of the precious greetings received by this department during the Christmas season space can be given only to those personally designed, showing in their treatment the taste of the individual. Conspicuous among these was the poster by Guido and Lawrence Rosa, picturing the dawn of the New Year with a Spanish galleon sailing forward, evidently laden with all good things. It is a photoengraving with all the white line technique of a wood cut. Original pen drawings came from Fred S. Church, America's poetic painter of child and animal life, and from Grant Wright, commercial artist. An etching from Ozias Dodge shows his skill with needle point and acid. Vernon Royle sends a photograph of "The Old Mill," and The Orange Camera Club card is also embellished with a photograph. There are personally designed cards from: Mr. and Mrs. George H. Benedict, Elizabeth and Everett Currier, Mabel and Edmund G. Gress, Mr. and Mrs. William Chesebrough Ostrander, Charles Stinson, Mills Engraving

Company, Percy Shelley Marcellus, Walter Wallick, George Nelson, George French and Robert F. Saladé. Most of these names are known in the graphic arts. Many of the trade holiday cards received were exceptionally beautiful this year and were equally appreciated, but space does not permit mention of them. The editor of this department heartily reciprocates the kind greetings of all these friends, for friendship is the only thing worth while.

Precautions for Processworkers

Arthur G. Willis furnishes the following valuable hints to photoengravers: Never leave a color filter in strong light any longer than is necessary. Some are likely to fade, and you will find they have lost their virtues as color separators. Lenses also are best kept in the dark, with a cap on each end as a protection from the air. The best of lenses, if left about in impure air, will become discolored, which, of course, slows their speed very much. As to chemical solutions: Spilled chemical solution should never be allowed to dry on the floor or on the bench or tables. It is not only because it will rot the wood, but almost every solution used in photoengraving will, if evaporated in this way, deposit tiny crystals of its solid contents. These crystals are remarkably light, and will soon be stirred up and float in the air until they find a convenient resting place, as often as not on a sensitive plate, with the result of giving mysterious spots. The breathing of these powdered chemicals into the lungs does not improve one's health.

The Late Sir William Abney

Photoengravers everywhere will cherish the memory of Sir William de W. Abney, who died in England on December 2, at the age of 77. He was a scientist who gave most of his life to the investigation of matters photographic, freely publishing his findings so that we might all benefit by them. Over twenty years of his life were spent in the Royal Engineers, much of the time as instructor in chemistry and in the sciences, though his specialty was photography. He retired in 1881 as Captain. His first book, "Instruction in Photography," published in 1871, went through eleven editions. In 1878 he published "A Treatise on Photography," which also had several editions and is a text book on wet plate photography to this day. To the photoengraver his early writings on photography are most valuable. They are scattered through the volumes of the "Royal Photographic Society," "The Photographic News," "The British Journal of Photography" and its valuable Almanac. Captain Abney did much research in spectro photography, color and color vision. In 1891 he published a popular work on "Color Measurement and Mixture." His works on "The Gelatine Emulsion Process," "The Platinotype Process" and others are not of much interest to the photoengraver. A valuable feature of Captain Abney's writings is that though he was a leading scientist, he wrote so that every processworker could understand him.

"The Pictorial Photographers' Annual"

The second annual of the Pictorial Photographers of America, in which some of the best work of the artist photographers is reproduced by halftone engraving, has appeared. To announce the book a meeting was held at the National Arts Club, at which the editor of this department told something of the beginnings of photoengraving and how it anticipated photography by many years. The photoengraving with the oldest date is 1826, while the daguerreotype was not announced until 1839. Harry A. Groesbeck, Jr., of the Walker Engraving Company, New York, told how the halftones for the book were made. He illustrated the optical principles involved by clever chart diagrams. Norman T. A. Munder, of Baltimore, who printed the book, told in his charming manner how he did it. He explained the secret of his success during the thirty years he has been a printer to be "painsaking care." He objected to the use of black ink on white paper, the contrast being too great. He preferred to use a dark brown ink on cream or ivory tinted paper. All of his printing was underlaid and overlaid carefully; plenty of ink was used; all of the work slip sheeted and his halftone forms washed up after every 200 impressions. He exhibited one book in which he printed the backgrounds as many as five times in order to get the solid black that he wanted. The hand made paper is dampened before printing, and the embossing of the paper, due to the heavy impression, is pressed out afterward. He finds booklovers perfectly willing to pay for all the extra care he takes in bookmaking. His work will be increasingly appreciated as time goes by.

"On Lending a Punch Bowl"

Most tantalizing thoughts are harrowed up by the beautiful gift which the Japan Paper Company presented its friends on Christmas. It is a reprint of Oliver Wendell Holmes' "On Lending a Punch Bowl." The first verse gives an idea of the aggravating untimeliness of this poem:

This ancient silver bowl of mine,—it tells of good old times,
Of joyous days, and jolly nights, and merry Christmas chimes;
They were a free and jovial race, but honest, brave and true,
That dipped their ladle in the punch when this old bowl was new.

There are but a dozen verses in this gem of the genial doctor's, each one recalling a cheer that is gone. Those who know Thomas Nast Fairbanks will understand the delight he would take, in collaboration with Hal Marchbanks, in tormenting his friends in this manner. He can be forgiven, however, by reason of the artistic paper, type, printing and binding of this treasure among privately printed books.

A River Responsible for Royle Machinery

Vernon Royle, to whom photoengravers are indebted for the router and other labor saving machinery, tells in his own poetic way where all of his inventions originated. This is an extract from his pocket diary for 1921:

"Not far from my factory is a stream of water in which we used to swim as boys. It is large enough to build bridges over, and at the time of which we are speaking these were rattling old wooden affairs, entirely charming and calculated to give an engineer a fit — the kind of bridges you could love but not approve of — like some people we know. This period of our life was one of great mental activity. That is, we could think by the hour and not get tired. When people spoke to us about this we always said it was our fine poetical nature working out; but they mostly said it was just damned laziness, to which we always replied by saying nothing, having nothing to say. Often when we felt like thinking unusually hard we would go and lean on one of those old bridges to do it. Then when we became wearied we could rest by watching the water running beneath. Here we spent many a profitable hour, and

might be loafing there yet, only at last they tore down the old bridge in the name of 'improvement' and put up in its stead a hideously ugly steel affair that no man of taste would have loafed on for five minutes unless tied to it. The old bridge left a haunting memory and a conviction (that no one shares with us) that the time we spent hanging over the bridge was not altogether wasted. All the wisdom of the world is not found in books, and there is a subtle symbolism in nature to those who can grasp it that teaches its lessons with the force and certainty of elemental things. A river unites elemental simplicity of purpose to a wealth of detail in working it out. Its one object, under the urge of the great law of gravity, is to reach the sea. Countless obstacles seek to stay it, but it gets over or around them all and goes on merrily, and so in a small way it has been with us. We have applied the one great principle of good workmanship to a wealth of detail, and while Heaven only knows how much trouble we have had, we have always gotten over or around the difficulty and have gone on, bigger and stronger than before and with our basic principle intact."

Brief Notes and Replies

G. R. E., National Carbon Company, Fremont, Ohio, wants a book on wood engraving.

A good service has been rendered to the customers of the Robert Rawsthorne Engraving Company, Pittsburgh, Pennsylvania, in a beautiful album of selected patterns in shading medium which that company has recently supplied.

The Weekly Times Annual has arrived from Melbourne, Australia. This tenth issue is not quite up to the standard set in previous years, due partly to being printed on dull finished paper and through using a yellow ink that is too chrome in the three color printing. On sepia toned stock a yellow that is too chrome makes the greens too dark and gives all of the color work too orange a hue.

"Printer," Conneaut, Ohio, asks: "If offset printing has such advantages as claimed, why are not publications printed that way?" *Paper & Ink*, a monthly, is so printed. Address Paper & Ink Publishing Company, 382 Lafayette street, New York city.

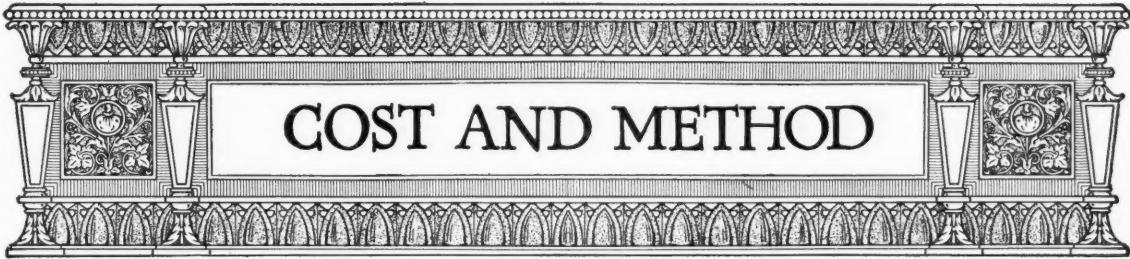
"Marshall's Monthly Message"

The Marshall Engraving Company, London, England, sends a copy of the firm's house-organ which is to be issued monthly. It begins with a good idea, that is, to use the same design for twelve months, but reproduce this design in a different manner each month, in this way educating customers, and those who will receive this publication, as to the many possibilities, too little known, of processwork. T. C. Eamer, a director of the Marshall Engraving Company, is also editor of the *Process Engraver's Monthly*, so that the *Message* is in competent hands, and we wish it all success.

"THE WELLCOME PHOTOGRAPHIC EXPOSURE RECORD AND DIARY FOR 1921"

Every year brings a new edition of "The Wellcome Photographic Exposure Record and Diary," and it is interesting to notice the improvements which are incorporated year after year. An improvement in the calculator is the outstanding novelty in the 1921 edition. First, the directions are more simple than ever; and, second, no matter what kind of plate or speed is used, a single turn of the one scale gives the correct exposure for any stop from f/3 to f/32. These advantages have been secured by setting the calculator so that it is correct for all normal subjects. It is only when one needs to take some exceptional subject that a second turn of the scale is necessary.

"The Wellcome Photographic Exposure Record and Diary for 1921." Published by Burroughs Wellcome & Co., 18 East Forty-first street, New York city.



COST AND METHOD

BY BERNARD DANIELS

Matters pertaining to cost finding, estimating and office methods will be discussed through this department. Personal replies by letter will be made only when request is accompanied by return postage. When estimates are desired, a charge of fifty cents for jobs amounting to \$50, and an additional charge of one-half of one per cent on those over that amount, which must accompany the request, will be made in order to cover necessary clerical work.

Where Is Your Office?

Was it merely carelessness or swelled headedness, or just pure cussedness, that caused the omission of the name of the town from which emanated a very beautiful folder which has just recently come to my desk? And what was it that caused the clerk who opened the mail to throw away the envelope in which it came?

In this case it is no joke, as under ordinary conditions I might have ordered some of this splendid piece of printing for my Christmas greeting to my many friends; but where shall I send the order?

There is a growing tendency among printers to leave off the street address from their advertising matter and give merely the name of the city or town. In some cases this omission takes the form of giving the name of a building or block and not its location.

If every person in the town knew the location of all its business houses, including the printer, this would be all right; but there are possible patrons for every printer who do not intuitively know his street number or location, and who would not take the trouble to look him up in the telephone book or directory. And then there are a few cranks, like the writer, who would be apprehensive that the printer might be as careless with the work and leave out something important.

True business and advertising wisdom is to make it as easy as possible for the prospect to buy your goods, and to create by your advertising a feeling of confidence in the quality that you will deliver. Leaving out a part of the address is hardly the way to accomplish either of these desirable conditions.

The Advantages of the Cost System

In looking over some old letters received during the work of introducing the cost system in the Middle West a decade ago we came across the following, which is just as appealing today as when it first reached our desk. The only difference is that the pedigree would be worth nearer \$50 today than \$20.

"I am already a cost enthusiast. I would not try to do without it or the knowledge that I have gained from it. The longer I use it the more I see the need — the absolute necessity — of it, until I am constrained to break out as did the Greek of old, about whom our histories tell, with the clarion cry of Eureka.

"The advantage of it struck me forcibly the other day. A man came in for a job, a big card smeared all over with a horse's pedigree. I figured it out section by section and estimated the time I thought it would take to do it. When I added up the column of figures, believe me, it took my breath, for it came to an even twenty dollars. Ye gods! twenty dollars for fifty cards. Dare a man ask it? I did. Listen, we are doing the job. The price staggered the man; well, it did me too, but I stood pat and won out. Of course there was the usual argument about the thing and finally he offered to leave

the job if I would shave it two dollars. Well, I told him that if the fact that I shaved the price to him two dollars would lower the cost to me two dollars I would do it cheerfully, but whatever I let him have it for the cost to me would be the same, and I told him that it was upon this cost as near as I could estimate it that I made the price to him.

"The point I want to make clear is this: Without the cost system I would have had no positive knowledge that twenty dollars was the right price, and when the customer told me that it was too high he would have started a doubt in my own mind, and, as you know, he who doubts is lost."

This occurred years ago, and the man who wrote has a plant several times larger than he had then; and, if you ask him, he will tell you that it was the cost system that built up a bigger business in less than ten years than he had been able to build without it in twice that time.

The lesson is here. It is yours for the taking.

Advertising Your Own Business

The major part of the work done by the general printer is for the purpose of advertising the wares of his customers, and it would seem that the success of those for whom he prints would act as an incentive to him to advertise his own business; but he does not do it to anything like the extent that he should.

The head of a prominent advertising agency has said that an ordinary business selling in small units should spend at least three per cent of its gross income for advertising. Do you know of a printer who does this?

He goes on to say that "it is more important to spend a part of your gross income to get buyers into your office than to have clerks waiting for them when they do not come."

This applies equally to the manufacturing end of the business. It is just as important to advertise to secure work for the machines as it is to have the machines. The plant which is overequipped with idle machinery is worse off than the one that is a little shy on equipment and has to run overtime occasionally or farm out a few jobs.

Start the new year right by setting aside a fair percentage of your gross income for advertising and by using it regularly and systematically during the year, whether you are busy or dull. You will be surprised at the results in stabilizing business.

It is very easy to refuse the less profitable orders when you have a shop full of business.

And above all do not let the germ of pessimism lodge in your soul and cause you to practice false economy by cutting down your advertising because some short sighted persons prate about falling prices and hard times; that is just the time when you should increase the appropriation.

If every printer would advertise to the extent of three per cent of his gross business, and spread it evenly over the year, the end of 1921 would find the printers all over the land prosperous and doing the greatest volume of business they ever saw, and more than they ever imagined was possible.

The Right Equipment

Every printer knows that it makes a big difference in the amount of business that he can handle and the ease with which he can produce the goods when he has just the right equipment, as compared with the trouble and worry that go with equipment which is unsuitable for the work.

Take, for instance, a platen press (because every printer has one or more and knows the peculiarities of the various makes), that most useful of all the machines that appear in plants of all sizes. Possibly you bought yours when you were figuring on doing only the higher grade of small commercial work, and you have now outgrown it through changes in your customers' demands to such an extent that it seems as if every job was just too big. When you got it your first thought was speed of running; now your ideas turn to doubling up the small jobs.

Or perhaps it is a small cylinder press that is always just too small, or a folder that just won't handle the particular folds which are popular with your present trade, or it may be any of a dozen or more styles of type that are accumulating dust and corrosion in those cases racked away in the dark corner. No matter what it is, the principle is the same.

You hate to sell it at an apparent loss, and yet it is just eating its head off with interest and storage, to say nothing of depreciation. Why don't you sell it? "Because it will only bring a fraction of the cost?" That is no reason at all.

Have you ever stopped to consider the turnover value of what you might get for it as compared to the real cost? Let us do a little figuring: The machinery has probably been in your plant, if not in use, for four or five years. There should be in your depreciation reserve an amount to its credit equal to forty or fifty per cent of the original cost. You can now get from twenty-five to thirty-five per cent of the invoice price from the second-hand machinery dealer. This gives you seventy-five per cent of the cost, besides the use you have had from it. Let that soak into your brain.

Forgetting that there is some interest to the credit of the depreciation reserve, we will consider that you have three-fourths of the cost to apply on a new machine of greater capacity and earning power. This amount will more than cover the usual demands for cash payments, and the new machine will immediately begin to earn the balance. You will be turning so much idle capital and space into active capital and space, making it a producer instead of a non-producer, and, while the amount set aside for depreciation reserve will cease to earn interest, it will be active in the new machine and will be again accumulated as the time goes on toward the next change.

That we might not be accused of exaggeration, we have purposely made the figures smaller than they will be in nine cases out of ten. The increased investment will be accounted for in increased facilities—right facilities for the work that is being done—and the increased output should mean increased profits.

In many cases old machinery and type are being held that have become obsolete and valueless as producers in the plant, and the cash received for these and the reserve released would become active additional working capital and earn two or three times as much as it could be made to earn by attempting to force these antiques to work.

It does not pay to keep equipment that has lost its usefulness because your class of work has changed, even though the equipment may be practically as good as new. The sooner you get rid of it the more money you will make, because the price you receive will become active capital and make the same turnover as your other capital.

Many printers fail to understand that the money tied up in machinery that is not used, or only used for a small part of the time, is not only not earning anything itself but also reducing the percentage of the earnings of the plants as a whole.

Keep your equipment in line with your production and just a little larger than your average needs, so that a little extra push will carry you over the peak loads, and then you will be in a position to reap the immediate results of economic management and careful buying. Just the right amount of the right kind of equipment to fit the business is the ideal—it pays best. Do not be misled by a short rush into buying excess equipment, nor yet be niggardly in buying the right kind because it is a little higher in price. Consider your requirements, and buy or keep nothing for which you do not have a regular need.

What Is an Hour?

Printers have become so accustomed to speaking of hour cost and comparing published figures presented as average hour costs that they lose sight of the fundamental thing which the word "hour" represents.

Undoubtedly! It means sixty minutes, but sixty minutes of what? Sunshine? A man? A machine? A group? A department? Stop a minute and consider just what you mean when you say composition hour, press hour, or bindery hour, or sold hour.

True, it means one hour of the work of a man called a compositor, or an hour's work by a machine called a press, or an hour of some man or machine in the bindery. That compositor, that pressman, or that binder receives wages for that hour's work, but you must also supply him with the tools and materials with which to work; you must supply a place in which he can work and keep it comfortable as to temperature, light, and sanitation, as well as pleasant to the esthetic side of the man if you are to get maximum production; and you must see that he gets proper supervision and correct understandable instructions as to what is desired. You must keep accounts of his production and of his pay roll, and provide for his wages being paid at regular periods; in the periods when he is idle because of slackness of orders you must assume the loss. All these things are included in that term "hour."

It is a well established fact that the cost of the things which enter into the hour cost are greater than the amount paid the man as wages. The annual report of the Research Department of the United Typothetæ, as presented at the St. Louis session, shows wages, or mechanical pay roll, are about thirty per cent of the total cost of production.

An "hour" then is a composite cost that varies with the department in which it is obtained as to its coördination, and may carry from twenty-five to forty per cent of actual wages plus supervision and the items before named, and the proportion of these will vary with the size of the plant. That is why the average hour cost is spoken of in all writing on cost.

But this average hour, while correct for the trade as a whole, may not be correct for you; hence the necessity for every printing office having a cost system and keeping it right up to date. If your cost should be so favorable as to be less than the average you will lose nothing by using the average hour cost; but should it be higher, then you must use your own "hour" or lose money.

Again, a high hour cost is not always a disadvantage if you know that it is high, because it means better efficiency and really a lower job cost. So it may be that your hour which costs you ten per cent more than the average is really lower because it covers fifteen per cent higher production.

THE LIGHT IN THE WINDOW

The transport had entered New York Harbor. On board was one lone colored soldier among the homeward bound. As the ship passed the Statue of Liberty there was absolute silence, when suddenly the dusky doughboy broke the quiet by remarking: "Put your light down, honey, I'se home."—*The American Legion Weekly*.

The Pilgrims' First Christmas Dinner



THREE centuries ago, at Plymouth Rock, the birthplace of American Independence, a band of determined persons ate their first Christmas dinner in a new land. The fare was scanty in quantity and of meagre variety, but it was the food of freedom and honest toil—the sweetest morsel that any man may enjoy.

The shelter was inadequate,—a canvas sail from the Mayflower thrown roughly over a few sapslings,—but it covered the greatest blessing of the ages—our national spirit.

Diversion there was none, other than the keen enjoyment that is derived from the anticipation of the benefits of a liberty that was to be the foundation of our history and the well-spring of our progress.

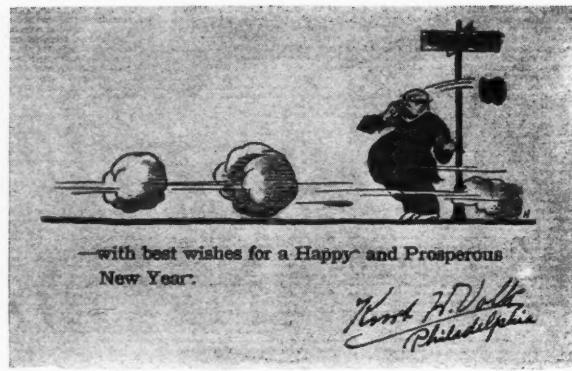
It was not only natural, but inevitable, that in industry, in art, in all things worth while, the path which has led on to achievement was first trod by those earnest men and women.

The Declaration of Independence completed the first cycle of a century and a half. Another cycle has passed. That we may become worthy of perpetuating the ideals for which they chose to live—

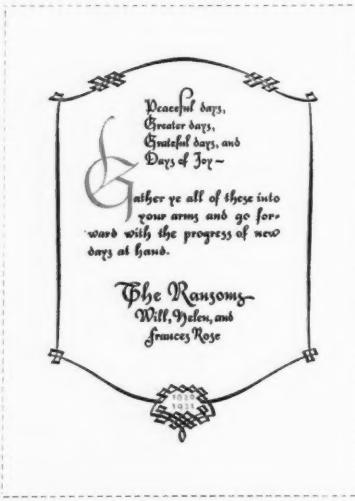
is our Christmas wish to you

Royal Electrotype Company

By the Royal Electrotype Company, Philadelphia, Pennsylvania



By Kurt H. Volk, Philadelphia, Pa.



By Will Ransom, Chicago

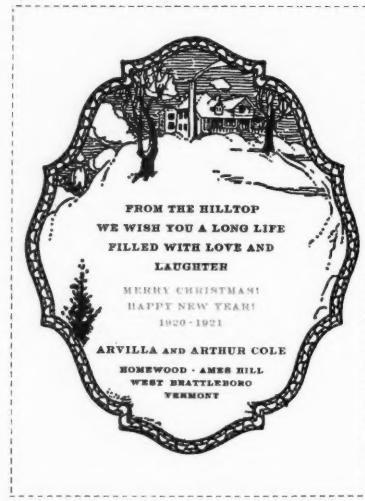


It would appear at this Glad-some time when all the world be Jollie it were the habit of all Good Fellows to send out Greetings, of diverse kinds. And right boisterously I send my greeting for *An Olde Time Christmas* with this couplet:-

*Tule, Tule,
Three Puddings in a pule,
Crack nuts and cry Tule.*

Alpha F. Colton

By Alpha F. Colton, Oak Park, Ill.



By Arthur Cole, West Brattleboro, Vt.



By Mills Engraving Company
San Antonio, Texas

The Caslon Press

wishes you
happiness and good cheer
for CHRISTMAS
1920



TOLEDO, OHIO

By The Caslon Press, Toledo, Ohio



The wassail bowl sets on the shelf;

Alack for me and mine;
The hicost makes prohibitive

A health for auld lang syne.

But here's a better draught than that;

It warms the cockles more;
Our hearts go out to you with love
And Christmas wishes, o'er and o'er.

OSCAR & SUE JACKSON
Christmas - MCMXX

By Oscar Jackson, Lansing, Mich.



Health, Happiness and Prosperity,
now and always—the Love
of Friends and fulfillment of your most
cherished desires—
what more could we wish you
on this Christmas Day?
And this we do.

Frank B. McCurdy Company

By The Frank B. McCurdy Company, Houston, Texas



Wishing You
A Merry Christmas and a
Happy New Year

LENLEY HAWKSWORTH
5951 ALDER STREET
PITTSBURGH

By Lenley Hawksworth, Pittsburgh, Pa.

moon

sprig of
holly

smoke

house fir trees

hill

snow snow

christmas
verse

and may you have many more merry ones
Noble T. Praigg

By Noble T. Praigg, Chicago

APPROACHING the closing days
of a successful business year,
the spirit is upon us to express
our wish that you have had a similar
experience, and to wish you the compli-
ments of the season, and a prosperous
New Year.

GRIER PRESS, Incorporated.
515 S. Dearborn Street
CHICAGO



By The Grier Press, Chicago



ACKNOWLEDGING the manifold
kindnesses which you KINOLKE,
NAYBOURS and FRIENDS, have re-
peatedly bestowed upon me aforetime
I pledge, in turn, my profound Respect
and Abiding Affection. And I bespeak
for one and all a right Merrie Christ-
mas and a Full and Fruitful New Year
to wit 1921. *Herbert S. Foster*

By Herbert S. Foster, Philadelphia, Pa.



BILFAF No. I
"Bold"



BILFAF No. II
"Medium"



BILFAF No. III
"Light Face"

The PFAFF Series

A Dependable "TYPE" Face in Three Sizes
Wishes You and Yours

A MERRY CHRISTMAS
1920

A HAPPY NEW YEAR
1921

By William Pfaff, New Orleans, La.



With Season's Greetings
Aime H. Cole
1415 Bryant Street
Springfield, Massachusetts

By Aime H. Cole, Springfield, Mass.



May your Xmas
be bright and
may the New Year
bring you happiness and prosperity
The Caslon Press

WILLIAM KUTCHINER
ERNEST E. FREYTAG
RICHARD W. READING

By The Caslon Press, Detroit, Mich.

*The School for Apprentices of
The LAKESIDE PRESS CHICAGO*



To

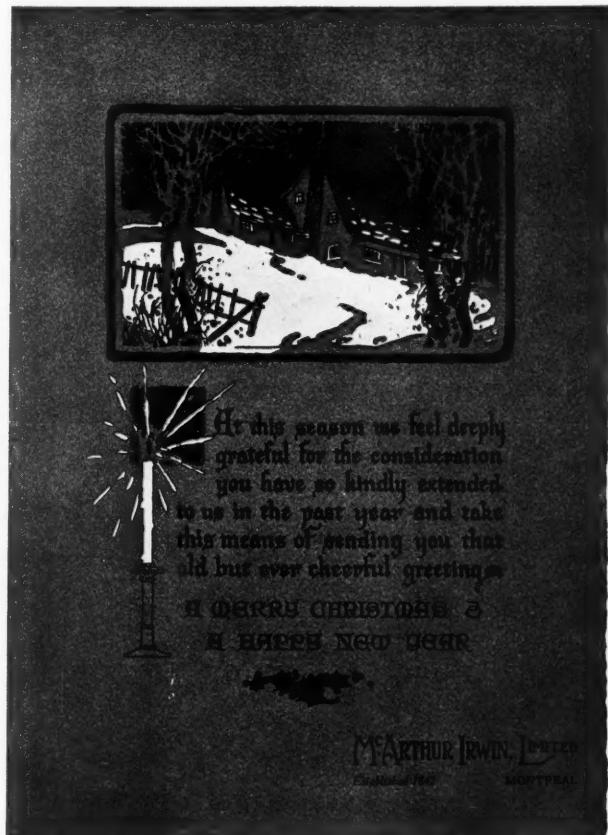


HERE'S wishing for you
and yours a good jolly
Christmas and then a New
Year that's the best ever

Mr. and Mrs. Clarence J. Dahl
538 Trenton Avenue
Wilkinsburg, Pa.

By Clarence J. Dahl, Wilkinsburg, Pa.

By School for Apprentices R. R. Donnelley & Sons Co., Chicago



Produced by The Mortimer Press, Ltd., Ottawa, Ont.

the language of Chaucer, "It snowed in his house of meat and drink," and according to another authority, "His table stood ready covered all the long day." It is to be hoped that such abundance was open to the poor, for it is recorded that their diet for the most part consisted chiefly of fish; and from a Venetian, Petruccio Ubaldini, we learn that the English at this time were disinclined to exertion, and "sow so little that the produce barely suffices for their subsistence, by reason of which they eat little bread, but so much the more meat, which they have of all kinds and perfect quality. Puddings and cheeses are everywhere forthcoming, for numberless herds pasture day and night in the most fertile districts."

Jugglers

These itinerants provided the principal source of amusement, and since there were no theatres for the people to attend, the jugglers brought the diversions such as we see in them today to the people.

From old prints and descriptions of the jugglers of this period they would appear to be the forerunners of the present-day circus, as they are frequently shown to be accompanied by bears, monkeys and other animals which they taught to dance or to fight. During feasts and banquets these itinerants would practise their antics around the tables, to their



guests' delight, and whilst the eating was going on. In addition to the usual proclivities assigned to these entertainers are to be enumerated music, poetry, dancing, wrestling, boxing and the training of animals. The humblest practitioners of this profession were the mummers, or grimacers, in their many-colored garments, and brazen-faced mountebanks who provoked laughter at the

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Christmas in Caxton's Time

Describing various customs and manners such as prevailed through the festive season during the lifetime of this illustrious printer. Wade up and presented with the season's greetings by the Caxton Company at Cleveland, Ohio.



Cover page (reproduced in halftone) and one of the inside pages (shown above) of a souvenir booklet issued by the Caxton Company, Cleveland, Ohio. Original printed in black and brown. Light brown stock was used for the cover, and Old Stratford white deckle edge book paper for the inside.

The Seasons' Greetings and a hearty slap on the back from the Marion S. Burnett Company - Chicago

m
s
b
co

Simple but pleasing hand lettered design by the Marion S. Burnett Company, Chicago. Reproduced at the right in the colors of the original.

Merrie Yuletide Greetings

Old-fashioned & sincere

Hand lettered heading from holiday greeting of the American Electrotype Company, Philadelphia, Pennsylvania.



MERRY CHRISTMAS and a Happy New Year was the wish expressed by the friends of THE INLAND PRINTER in several hundred different ways during the holiday season of 1920-1921. The greetings ranged in form from unpretentious cards to elaborate books, each telling in its own way the sender's feelings of good will. They came from all parts of the United States and Canada, and even from far off Australia, India and South Africa. Every member of the staff of THE INLAND PRINTER would like to extend his thanks and appreciation in a personal way, but lacking this opportunity we record here a hearty thank you! Holiday greetings are acknowledged from the following: H. J. Griffith, American Engraving & Color Plate Company, San Francisco, Cal.; Jerome Kalous, Union Printers Home, Colorado Springs, Colo.; The Paper House of New England, Boston, Mass.; H. E. Milliken and Students at Worcester Boys Trade School, Worcester, Mass.; Mr. and Mrs. George H. Benedict, Chicago; Mr. and Mrs. Carl J. Myers, Review Printing Company, Fostoria, Ohio; John Martin Paper Company, Ltd., Winnipeg, Canada; Edgar Sherman, Haxtun, Colo.; Mrs. H. O. Shepard, Chicago; Gladys and William Kittridge, Philadelphia, Pa.; Mr. and Mrs. Ben Wiley, Charleston, Ill.; James White Paper Co., Chicago; Samuel A. Bartels, Chicago; Mr. and Mrs. Axel Edw. Sahlin, East Aurora, N. Y.; Mrs. Clara J. Shepard, Chicago; Mr. and Mrs. John V. Ross, Champaign, Ill.; LaFayette Doerty, Findlay, Ohio; Japan Paper Company, New York; Orange Publishing Company, Syracuse, N. Y.; Leo R. Hight, Fowler, Ind.; A. B. Deverell, Fort Frances, Ontario, Canada; Jules, May and Jack Landau, Pittsburgh, Pa.; The Printers of Portland High School, Portland, Maine; William L. Brown, American Type Founders Company, Atlanta, Ga.; Robert F. Salade, Philadelphia, Pa.; Alfred Brooks Kennedy, Oakland, Cal.; Walter C. Bleloch, Mergenthaler Linotype Company, Chicago; Mr. and Mrs. Jay D. Rudolph, Oswego, N. Y.; Otto Ochs, A. Deutschmeister, Oak Press, New York; Emmons E. Snow, Springfield, Mass.; James H. Birch, Jr., Burlington, N. J.; Kellogg Switchboard & Supply Company, Chicago; Sim. W. Crabbill, Times-Mirror Printing & Binding House, Los Angeles, Cal.; Gatchel & Manning, Inc., Philadelphia, Pa.; Mr. and Mrs. Jay Glenn Holman, Omaha, Neb.; The Service Press, Middletown, N. Y.; *Roscommon Herald-News*, Roscommon, Mich.; James Kibbee, Rochester Bureau of Printing, Rochester, N. Y.; Associated Artists of Philadelphia, Philadelphia, Pa.; The Camerons, San Francisco, Cal.; Express Printing Company, Connerville, Ind.; Wanner Machinery Company, Chicago; J. A. Webster, East Technical High School, Cleveland, Ohio; John Dickinson & Co., Cape Town, South Africa; The Northern Engraving Company, Canton, Ohio; Printcraft Press, New York; Conrad Lutz & Sons, Burlington, Iowa; Niccum-Smith, Toledo, Ill.; W. E. Dowdy, Portsmouth, Va.; Clark-Sprague Printing Company, St. Louis, Mo.; Fletcher Ford Company, Los Angeles, Cal.; Forrest L. Harness, Blackwell, Okla.; Barnhart Brothers & Spindler, Chicago; Albert Scheible, Chicago; Dana H. Howard, Chicago; Geo. H. Morrill Company, Norwood, Mass.; Swigart Paper Company, Chicago; The Caxton Company, Cleveland, Ohio; The Whitaker Paper Company, Chicago; John Henry Nash, San Francisco, Cal.; Taylor & Taylor, San Francisco, Cal.; H. S. Crocker Co., Inc., San Francisco, Cal.; E. C. Andrews, Philip Ruxton, Inc., Chicago; The Du Bois Press, Rochester, N. Y.; Mr.

and Mrs. Walter R. Colton, Oak Park, Ill.; Alpha F. Colton, Oak Park, Ill.; F. D. Stickney, Andover, Mass.; Phil. A. Howard, *Ben Franklin Monthly*, Chicago; Watson F. Caldwell, Piqua, Ohio; *Mille Lacs County Times*, Milaca, Minnesota; Fielding Publishing Company, *The New England Printer*, Boston, Mass.; J. W. Butler Paper Company, Chicago; The Mortimer Company, Ltd., Ottawa, Canada; Bourke-Rice Envelope Company, Chicago; The Pauls, Philadelphia, Pa.; R. C. Dyer & Co., Dallas, Texas; Rapid Roller Company, Chicago; Tom Bateman, Printing Machinery Co., Cincinnati, Ohio; Victor Lundein & Co., Fergus Falls, Minn.; Haywood H. Hunt, San Francisco, Cal.; Charles R. Jones, San Diego, Cal.; The Holmes Press, Philadelphia, Pa.; The Diem & Wing Paper Company, Cincinnati, Ohio; American Electrotype Company, Philadelphia, Pa.; The Callahan & Stottlemyre Co., Cambridge, Ohio; The Prompt Press Co., Detroit, Mich.; Ontario Company, Chicago; Ideal Coated Paper Company, Brookfield, Mass.; Buswell Publicity Service, Kalamazoo, Mich.; Royal Electrotype Company, Philadelphia, Pa.; The Fuchs & Lang Mfg. Company, New York; Wm. Pfaff, New Orleans, La.; O. E. Booth, Des Moines, Iowa; Joyce, Kane & Albrecht Company, Chicago; Mr. and Mrs. George W. Grattan, Huron, S. D.; W. H. Hohenadel, Rochelle, Ill.; Charles E. Wright, Everett, Mass.; Geo. M. Boisen, Sandusky, Ohio; The Alling & Cory Company, Pittsburgh, Pa.; Milbourne Francis Ellis, Charlotte, N. C.; Florence and Walter Neal, Saint Augustine, Fla.; N. Russell Hill, Davenport, Wash.; William C. Farr, Bayonne, N. J.; Morris Reiss Press, New York; Mr. and Mrs. Roy T. Porte, Salt Lake City, Utah; Arville and Arthur Cole, West Brattleboro, Vt.; Elizabeth and Everett Currier, New York; The Metropolitan Press, San Francisco, Cal.; Mr. and Mrs. Karl Thayer Soule, Rochester, N. Y.; Ralph Sumner Shuffler, Olney, Texas; M. T. Respen, Dixie Engraving Co., Savannah, Ga.; The Superior Printing Company, Akron, Ohio; *Corning Observer*, Corning, N. Y.; K. & E. Printing Company, Tupelo, Miss.; Edward A. Miller, New York; R. M. Krause, New York; Lead Mould Electrotype Foundry, Inc., New York; Van R. Pavey, New York; Walker Lithograph & Publishing Company, Boston, Mass.; Marion S. Burnett Company, Chicago; Fred and Catherine Preye, Jersey City, N. J.; L. B. Springsteen, American Writing Paper Co., Holyoke, Mass.; Robert C. Gellert, Cleveland, Ohio; Baltimore-Maryland Engraving Company, Baltimore, Md.; Mr. and Mrs. F. A. Henderson, Little Rock, Ark.; Veto Varlotta, New York; Typothetae of Washington, Washington, D. C.; The Cahill Ad-Composition Service, Kansas City, Mo.; R. & H. Press, Okemah, Okla.; George Davis Graham, San Francisco, Cal.; F. H. Aldrich, Toledo, Ohio; Ben C. Pittsford Company, Chicago; Memphis Linotype Printing Company, Memphis, Tenn.; Joliet Calendar Company, Joliet, Ill.; Edgar S. Yates, Chicago; R. Clyde Stuart, Ithaca, N. Y.; Theodore F. Moore, Sacramento, Cal.; The Page Printerie, Inc., Grand Forks, N. D.; The Indianapolis Engraving & Electrotyping Company, Indianapolis, Ind.; The Niles Press, Philadelphia, Pa.; Fred S. Bertsch, Chicago; Bertsch & Cooper, Chicago; The Osterlind Printing Press & Manufacturing Co., Chicago; Ellsworth Geist, New York; Intertype Corporation, Chicago; Aime H. Cote, Springfield, Mass.; The Leon H. Roberts Company, Toledo, Ohio; Fred Springfield, Houston, Texas; Frank B. McCurdy Company, Houston, Texas; Grand Rapids Typothetae, Grand Rapids, Mich.; Edward M. Keating, Chicago; Mr. and Mrs. B. S. Herbert, Chicago; Mr. and Mrs. Clarence J. Dahl, Wilkinsburg, Pa.; The Mills En-

graving Company, San Antonio, Texas; Miss Anna Holdereid, Chicago Heights, Ill.; Chicago Heights Standard Printing Company, Chicago Heights, Ill.; Harry Cohn, Process Engraving Company, Chicago; Mr. and Mrs. Edward C. Sterry, Jamestown, N. Y.; E. P. Mickel, Nashville, Tenn.; Houston-Hill Printing Company, Kansas City, Kan.; Townsend Printing Company, Kansas City, Mo.; Riddle & Wunderle Company, Chicago; Henry Joseph Keim, Meadville, Pa.; Ernest and Bertha Howser, Dallas, Texas; Chas. F. Skelly, Altoona, Pa.; Mr. and Mrs. Ralph W. Polk, St. Joseph, Mo.; Charles R. Hager, Easton, Pa.; Howard Van Sciver, St. Augustine, Fla.; Albert G. Brenton, Yonkers, N. Y.; David Silve, Street & Finney, New York; Mr. and Mrs. William F. Burmester, Jr., Pittsburgh, Pa.; George F. Trenholm, Boston, Mass.; John S. Fass, Philadelphia, Pa.; Mr. and Mrs. E. R. Singleton, Niagara Falls, N. Y.; Lenley Hawksworth, Pittsburgh, Pa.; A. H. Seyler, Pittsburgh, Pa.; The Crumblt Press, McKeesport, Pa.; Edmund F. Krauss, New York; K. H. Volk, Philadelphia, Pa.; Herbert S. Foster, Philadelphia, Pa.; The Sinclair & Valentine Co., New York; Alfred A. Adler, Detroit, Mich.; Noble T. Praigg, Chicago; N. J. Quirk, Chicago; *The American Pressman*, Pressmen's Home, Tenn.; Paul Ressinger, Chicago; Geo. H. Gould, Davenport, Iowa; Frank Kramer Phillips, Jersey City, N. J.; Arthur C. Gruver, Pittsburgh, Pa.; Frank and Garada Riley, Chicago; J. Frank Hoover, Shamokin, Pa.; The Caslon Press, Toledo, Ohio; L. A. Simons, Kansas City, Mo.; Virginia and John Clyde Oswald, New York; Mr. and Mrs. G. L. Caswell, Ames, Iowa; Will Ransom, Chicago; "Spot" and Mary Northmore, Urbana, Ill.; The Biggerses, Houston, Texas; Greig & Ward, Chicago; The Globe Engraving & Electrotype Company, Chicago; Mr. and Mrs. Fred W. Gage, Battle Creek, Mich.; Charles S. Brown, Chicago; Frank Adams Mitchell, Chicago; Mr. and Mrs. H. C. Hotaling, Mapleton, Minn.; George Branish, Welch-Haffner Printing Company, Denver, Colo.; Jahn and Ollier Engraving Company, Chicago; A. W. Michener, The Challenge Machinery Co., Grand Haven, Mich.; George O. McCarthy, Central City, Neb.; W. H. Gage, Chicago; Mr. and Mrs. Harry D. Russell, Kansas City, Kan.; Printers Appraisal Agency, Inc., Chicago; Albert W. Barker, Chicago; William Henry Baker, Cleveland, Ohio; The School for Apprentices, The Lakeside Press, Chicago; Oscar & Sue Jackson, Lansing, Mich.; Mr. and Mrs. Gordon D. Purdy, Truro, N. D.; Bert D. Belyea, Boston, Mass.; Raymond W. Hutton, Minneapolis, Minn.; Moye Wendelin Dreyfuss, San Francisco, Cal.; Gustave Evald Hult, New York; Henry Francis Cook, Frostburg, Md.; John S. Thompson, Chicago; Cliff Nuttall, *Ben Franklin Monthly*, Chicago; Charles H. Collins, Chicago; Edwin H. Stuart, Pittsburgh, Pa.; MacGregor-Cutler Printing Company, Pittsburgh, Pa.; The Switzer Printing Company, Webb City, Mo.; School of Printing and Graphic Arts, Wentworth Institute, Boston, Mass.; E. Hubert Ginn, Fort Wayne, Ind.; The Biggar Printing Co., Cleveland, Ohio; Jack G. Lawrence, Minneapolis, Minn.; Ralph Stratton Dunne, Philadelphia, Pa.; Grier Press, Chicago; Mr. and Mrs. Karl Bowles; *The Weekly Advertiser*, Royersford, Pa.; Alvin S. Dunbar, Columbus, Ohio; Zahn Typesetting Company, Milwaukee, Wis.; Louis A. Lepis, Jersey City, N. J.; Mr. and Mrs. J. C. Morrison, Morris, Minn.; Mr. and Mrs. A. L. Etter, Middletown, Pa.; Mr. and Mrs. Ralph T. Bishop, Greeley, Colo.; Vechtem Waring Company, New York; Baker Bros. Engraving Company, Omaha, Neb.; Sampson & Ollier Electrotype Company, Chicago; Mr. and Mrs. Clyde Morgan, Rockford, Ill.; Mr. and Mrs. Chas. W. Longhead, Los Angeles, Cal.; Merton L. Vincent, Waltham, Mass.; James Austin Murray, Chicago; Daniel Baker, Philadelphia, Pa.; C. J. H. Anderson, Pittsburgh, Pa.; J. H. Brewer, Ponca City, Okla.; Carl S. Junge, Chicago; Theo. H. Harvey, New Orleans, La.; Mabel and Edmund G. Gress, Woodhaven, N. Y.; Esleek Manufacturing Company, Turners Falls, Mass.; Edwards & Deutsch Lithographing Company, Chicago; Frank D. Fryer, Field Secretary, International Association of Electrotypers of America, New York; Fred Haigh, Toledo, Ohio; William Edwin Rudge and Bruce Rogers, Mount Vernon, N. Y.; J. M. Bundschu, Chicago; Mr. and Mrs. Hal Trovillion, Herrin, Ill.; A. M. Hughmark, Detroit, Mich.; Mr. and Mrs. H. Otto Volmerhaus, Baltimore, Md.; Mr. and Mrs. M. M. Hamlin, American Type Founders Company, Des Moines, Iowa; James H. Sweeney, Lanston Monotype Machine Company, Chicago; Jackson-Remlinger Printing Co., Pittsburgh, Pa.; The Bazner Press, Chicago; L. J. Herzberg, St. Louis, Mo.; Employing Print-

ers Educational Association, O. H. Mickel, Secretary, San Antonio, Texas; Mr. and Mrs. John Christian Eichner, Philadelphia, Pa.; A. E. Little Company, Los Angeles, Cal.; Royal Electrotype Company, Chicago; Edward D. Berry, Philadelphia, Pa.; Murray Printing Co., Macon, Ga.; *The Clay County Sun*, Clay Center, Neb.; The Caswell Art Service, Minneapolis, Minn.; Henry Allen, Omaha, Neb.; Mr. and Mrs. Cyril C. Means, Chicago; The Dolgeville Publishing Company, Dolgeville, N. Y.; Jet & Wood Mercantile Co., Wichita, Kan.; Argo McLean Dill, Mooseheart, Ill.; John H. Thompson, Gazette Printing Company, Ltd., Montreal, Canada; John H. Wardrop, Canadian National Railways, Winnipeg, Canada; Mr. and Mrs. Jas. Gillespie, Le Mars, Iowa; Hal Stebbins; Con. P. Curran Printing Company, St. Louis, Mo.; Pittsburgh Engraving Company, Pittsburgh, Pa.; The Caslon Press of Detroit, Detroit, Mich.; P. Edwards, Cairns, North Queensland, Australia; Haywood H. Hunt, The Kennedy-ten Bosch Company, San Francisco, Cal.; The Pierce Printing Company, Fargo, N. D.; Turner & Porter, Inc., Buffalo, N. Y.; The Studio Press, Indianapolis, Ind.; *The Courier-Democrat*, Russellville, Ark.; Walter J. Ellis, New York; *The Western Star*, Curling, Newfoundland; Edwin and Robert Grabhorn, San Francisco, Cal.; Hampshire Paper Company, South Hadley Falls, Mass.; The Brisbane Newspaper Company, Limited, Brisbane, Australia; The Praja Bandhu Printing Works, Ahmedabad, India.

CALENDARS RECEIVED

Many beautiful calendars, both from the United States and Canada, as well as from abroad, were received by THE INLAND PRINTER during the holidays and since the first of the year. Lack of space prevents us from showing some of these excellent examples of the printer's art, and we must content ourselves with only a mention of the firms responsible for their production. We acknowledge with thanks the receipt of calendars from the following: Grier Press, Inc., Chicago; Bourke-Rice Envelope Company, Chicago; Crane & Co., Dalton, Mass.; The Commercial Printing & Lithographing Company, Akron, Ohio; The Holmes Press, Philadelphia, Pa.; Hammersmith-Kortmeyer Company, Milwaukee, Wis.; National X-Ray Reflector Company, Chicago; J. M. Huber, New York; John W. Little Company, Pawtucket, R. I.; Critchell, Miller, Whitney & Barbour, Chicago; Wild & Stevens, Inc., Boston, Mass.; Castle-Pierce Printing Company, Oshkosh, Wis.; Con. P. Curran Printing Company, St. Louis, Mo.; William F. Fell Company, Philadelphia, Pa.; Columbian Rope Company, Auburn, N. Y.; Anthony & Egloff, Rochester, N. Y.; Riddle & Wunderle Company, Chicago; Eilert Printing Company, New York; Cross Paper Feeder Company, Boston, Mass.; Globe Engraving & Electrotype Company, Chicago; The Roberts Numbering Machine Company, Brooklyn, N. Y.; Herschman & Cardy, Chicago; Jaenecke-Ault Company, Newark, N. J.; East Technical High School, Cleveland, Ohio; American Writing Paper Company, Holyoke, Mass.; Osborne Company, Newark, N. J.; *Mille Lacs County Times*, Milaca, Minn.; Bissiri Art Studios, Los Angeles, Cal.; August Becker, Brooklyn, N. Y.; Stettiner Brothers, New York; The Gerlach-Barklow Company, Joliet, Ill.; Morris Reiss Press, New York; Hickey Typesetting Company, Inc., Syracuse, N. Y.; The National Cash Register Company, Dayton, Ohio; The Welch-Haffner Printing Company, Denver, Colo.; The Niles Press, Philadelphia, Pa.; Thomas Todd Company, Boston, Mass.; The York Printing Company, York, Pa.; W. B. Conkey Company, Hammond, Ind.; The Bingham Company, Philadelphia, Pa.; The Caslon Company, Toledo, Ohio; Service Printing Company, Canton, Ohio; Zellerbach Paper Company, San Francisco, Cal.; O. W. Jaquish, New York; T. J. Moore & Co., Quebec, Canada; M. Vierengel Machine Company, Inc., Brooklyn, N. Y.; The Thatcher Art Printery, Springfield, Mass.; The De Vinne Press, New York; Ace Advertising Company, Los Angeles, Cal.; Sherwood Press, Hartford, Conn.; Gaw-O'Hara Envelope Company, Chicago; *The Bulletin*, Philadelphia, Pa.; Hampshire Paper Company, South Hadley Falls, Mass.; Bishop & Garrett, Paris, France; Brigden's, Ltd., Toronto, Canada; Brown & Bigelow, St. Paul, Minn.; Franklin Printing Company, Philadelphia, Pa.; Hugh Stephens Company, Jefferson City, Mo.; The Smith-Brooks Printing Company, Denver, Colo.; The Commonwealth Press, Worcester, Mass.; *The Printing Art*, Cambridge, Mass.; The Henry O. Shepard Company, Chicago.

JOB COMPOSITION

BY J. L. FRAZIER

In this department the problems of job composition will be discussed, and illustrated with numerous examples. These discussions and the examples will be specialized and treated as exhaustively as possible, the examples being criticized on fundamental principles — the basis of all art expression. By this method the printer will develop his taste and skill, not on mere dogmatic assertion, but on recognized and clearly defined laws. Replies can not be made by mail.

MASTER TYPOGRAPHERS OF TODAY. I.—B. W. RADCLIFFE

THE editor of this department of *THE INLAND PRINTER* has often wished it were possible to meet and talk to the progressive and ambitious typographers whose interest and co-operation have made the Job Composition and Specimens departments the educational features that they are. This is especially true as regards those regulars, those "top notchers" whose work stands out as among the best in the art and practice of type display, work which is worthy of serving as examples for those hundreds of other typographers — no less progressive and ambitious if, perhaps, a little less talented or less tutored — who are ever on the alert for inspiration and guidance in following the craft.

The wish to know more of those leaders, of their personality, of their environment, of their problems and of their progress, we think, is shared by every reader of *THE INLAND PRINTER* who has been helped to do better work by the stimulating influence of their specimens that are reproduced from time to time. As is so often the case, the wish is father to the thought. The idea that for the next few months this department might be profitably devoted to biographical sketches of these prominent and talented typographers would seem to be justified. In addition to the keen interest in such a series the lessons to be learned are many, for in the stories of the progress of these men we may possibly find the key to their success in the art of type display, the greatest of all arts, the "art preservative of all arts," as it has often been so well termed.

For no especial reason, unless it be that we have not heard from him so often during the past year as in previous years, and because we feel that our readers have lost much in not being privileged recently to view examples of his work, we have determined to make B. W. Radcliffe, of The J. W. Burke Company, Macon, Georgia, the subject of our first sketch in this series of articles telling of master typographers of today.

Radcliffe is one of those fellows whose work the editor has always admired because it is invariably built upon the solid groundwork of simplicity. He does not depart to the right or to the left in that respect, yet his work is not humdrum at

all — it is quite generally spiced with harmonious decoration used with taste and restraint, and with good judgment when colors are used. Beauty is also expressed in the type faces used, invariably the best, and by consistent good selection of design. The incongruous is never found in Radcliffe's printing. Possibly the best measure of Radcliffe's ability lies in the fact that his name has for the past eight or ten years been found always at or near the top in lists of prize winners in typographical contests conducted by *THE INLAND PRINTER* and by contemporary journals. In the notable cover design contest conducted by this magazine in 1917 — possibly the greatest, all things considered, ever conducted — Mr. Radcliffe won first place, an honor of no mean importance in view of the fact that hundreds of the best designers in type display participated. Mr. Radcliffe's winning design is reproduced in miniature on the following page, although the second color is not the same as employed on the June, 1917, issue of *THE INLAND PRINTER*, for which it was used as the regular cover. It does show, however, what can be done along simple lines with good display and design and just enough ornament — and with ornament that, although extensive, is so employed that it does not dominate, does not clutter and make complex. Another point, the same treatment might not have been nearly so satisfactory with another type face —

but that, as is often aptly stated, is "part of the business." As will be seen from his work, Radcliffe excels in that part, too.

In the notes concerning himself, which Radcliffe very obligingly furnished us, he states with becoming modesty: "Any biographical sketch concerning me must necessarily be brief, uninteresting and devoid of human interest, as I have been with this one establishment almost continuously. In it I have moved from the least important position, that of 'devil,' to the post of foreman superintendent with almost no effort. It seems that as rapidly as I could become equipped for the position just above me a vacancy would occur to let me in."

There's food for thought in this statement, which, in justice to Mr. Radcliffe and in fairness to those others who have



B. W. Radcliffe.

had to work for all they have secured, we must assert in contradiction contains a misstatement. He says his advance has been made "with almost no effort." Perhaps, to Radcliffe, it seems no effort was required or made. Yet effort was required and made, as he himself states in a later paragraph of

Regarding his early experience in the printing business, Radcliffe writes: "From the beginning I seemed to enjoy (Get that, boys!) the mysteries of the work, soon passing over or around the successive stages of cleaning cuspidors, sweeping the pressroom, running errands, etc. In due time



Composing room of The J. W. Burke Company, Macon, Georgia, where the subject of this sketch holds forth as foreman. Mr. Radcliffe is seated at the desk at the extreme right of the picture.

his notes. The effort was in the form of constant application to duty, close study and hard work, which did not seem hard because it was so pleasant—he loved his work. Doubtless a fertile brain and readily absorptive qualities made the effort seem less, but an effort was made nevertheless. The point we wish to emphasize, however, is that Radcliffe has found every opportunity for development and advancement in one institution and without dodging around from pillar to post. He has doubtless, therefore, gotten more out of life than most of us. Of course we don't insist that full opportunity is offered in every printing plant, yet we do insist that it is in more of them than are given credit for offering it. Much of the chasing from place to place, we find in the end, is after phantoms and shadows, sad to say.

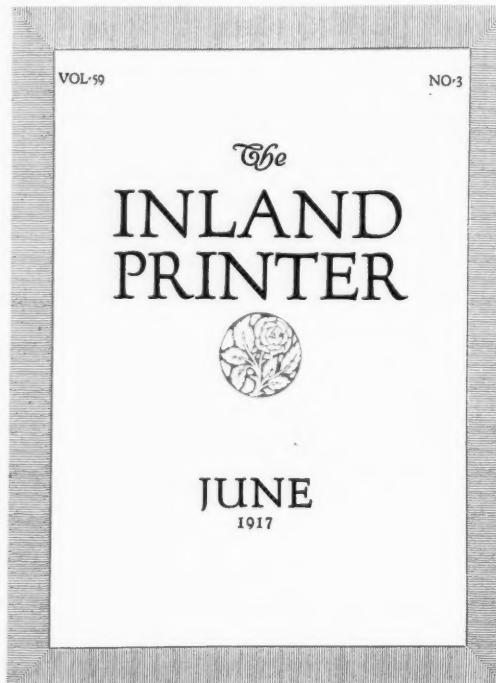
Radcliffe was born near Macon—he does not state when, but the picture will enable you to make a close guess—and at an early age he moved to that city. Radcliffe negotiated the six grades comprising the common school course in his day in five years, and, then, at the early age of thirteen, was advised to hunt a job, the proceeds of which were essential to swell the none too "plethoric"—quoting Radcliffe—family purse. Friends secured for him the irresponsible and unremunerative position of "devil" in the plant of The J. W. Burke Company, and the proceeds of the position did swell the family purse to the extent of one large, round simoleon every week of good, hard worked sixty hours.

the dollar a week was increased to two dollars, and as the 'raise' came at Christmas time I was permitted to invest my first week's pay under the new scale in a subscription to *THE INLAND PRINTER*. From that time my boyish interest grew to genuine enthusiasm, which, to this day, thanks to that excellent magazine, has not in the least abated."

Like so many who have done well in the printing business, Radcliffe had the good fortune, when given a case in the job alley, to be placed at the side of a good journeyman. A painstaking workman's influence on the apprentice is so great that only the most able of journeymen should be permitted to work alongside a budding craftsman.

That Radcliffe was remarkably assimilative of ideas along the line of improving his work is indicated by the fact that in the fourth year of his apprenticeship he was awarded a prize in an advertisement competition conducted by Barnhart Brothers & Spindler, the Chicago typefounders. The object of this contest was to exploit the then new "Pisa" series of type. Radcliffe says: "It (the Pisa series of type) is now considered very ugly, and I do not believe it has been cast for some years."

After ten years of service with the Burke company, and after he had risen to the position of composing room foreman, Radcliffe got the idea that a more varied experience would prove beneficial. Accordingly, he experimented with a small printing office of his own. With good letterheads selling at \$2 a



By B. W. Radcliffe.



Characteristic examples of Mr. Radcliffe's work.

thousand, however, he decided the venture would not prove profitable and soon gave it up. He then spent a year or two in some of the large plants of Washington, Philadelphia and New York, after which he returned to his old stamping grounds, Macon and The J. W. Burke Company.

Mr. Radcliffe also writes: "A large part of my experience has been gained from studying THE INLAND PRINTER and from an exchange of specimens with friends formed through mutual study of the Job Composition department. Through your department I have formed many lasting friendships which are as dear to me as those of my childhood. I have also bought and closely studied the many fine books on printing sold and published by The Inland Printer Company.

Another point mentioned in Mr. Radcliffe's letter which will be of interest is this: "The examples of work we have been sending to THE INLAND PRINTER from time to time are composed from layouts produced by me at my desk between other duties, and, as our invariable motto is 'Keep It Simple,' the work is therefore easily executed and done with a minimum of 'rehashing.'

Radcliffe is situated as pleasantly in his personal and social life as in business. He owns his home, a suburban bungalow. He is married, the husband of the "best cook in the world" and the father of a boy of eleven and a girl of thirteen,

of both of whom he is very proud. The daughter, by the way, has acquired quite a reputation, locally, as an artist, having won first prize at the recent Georgia State Fair. (Prize winning seems to run in the Radcliffe family.) He is somewhat of a "joiner," too, showing that he has a wide circle of friends. Religiously he is a Baptist, socially he is a Mason and in a business way he is a member of the Chamber of Commerce and of the International Typographical Union. Radcliffe's hobby, when off duty, is the Nocam Grotto Patrol.

In furnishing us with the facts for this sketch Radcliffe had many good words for the house with which he has been connected for so many years. Here's what he has to say for the "Boss": "The J. W. Burke Company is an old established institution. At one time the company carried in its imprint

the words 'steam printers' because it was among the first to use power for running the machinery. The J. W. Burke Company is one of the most progressive printing plants in the South, too, being one of the first to install individual motors and all steel composing room equipment. The J. W. Burke Company is also one of the first printing plants in the South to use the Standard Cost Finding System, which it keeps up to date at all times."

On this page and the preceding pages a number of Radcliffe's specimens are reproduced in miniature.

Men are valuable just in proportion as they are able and willing to work in HARMONY with other men. —Elbert Hubbard

*Compliments of
THE J. W. BURKE COMPANY • MACON
Printers and Stationers*

By B. W. Radcliffe.

THE PARTITION*

BY R. T. PORTE



HE sign that attracts the most attention on the street called Broadway in Chiapolis is one that projects from a four story red brick building, standing on a corner, and in blazing letters by day and blazing lights by night, says to the world just one word, *Consolidated*. It is impossible for any one going down Broadway or the cross street not to see the sign, as it is most prominent. Naturally one would think that this sign had to do with some large department store or furniture store, or other large establishment of that kind, but when upon closer inspection it is found to be the first word of the name of a printing company, and that the company occupies all four floors, the inquiring one is more than amazed, and being of an inquiring mind at once investigates the wonder of a printing plant on the principal business street, with such a big sign "n'everything."

Twelve years ago two printers printed side by side, and all that was between them was a board partition. The street was a side street, just off Broadway, and the building one of those tumble down affairs where space can be rented for next to nothing, or otherwise the two printers would not have been located there.

Originally the two places had been one big room with one of those double doors in the middle, but as business decided to move elsewhere the room was vacant and had to be rented. Not being able to get one business to occupy the entire space the room had been divided by a partition, and after many changes two printers eventually occupied the space, each running his own business.

Unless one were careful it would be easy to get into the wrong print shop, but the signs on the two doors helped to avoid confusion, and thus customers could enter the place of business desired. The door to the right was labeled the Quick Print Shop, while the one on the left was labeled the Efficient Print Shop. Some of the other printers in the town, who possessed not the slightest sense of humor, were wont to refer to them as "the quick and the dead print shops." What they meant can not be guessed.

But, there were the two print shops, run by two printers. Having pictured the exteriors let us take a look at the proprietors and at the interiors.

The one on the right, the Quick Print Shop, was presided over by a young man, perhaps in his early twenties. Just why he should have gone into the printing business is not very plain, as he was not a "practical" printer. He did know something about the different sizes of type and what faces pleased him, and in some way he knew when a job "looked right," but just why would have been an embarrassing question to ask him. Some said that he had backed a practical printer in starting the shop, and the said p. p. having failed to pay him, he took over the plant with the idea of recovering some of his money.

The printery on the left, the Efficient Print Shop, was presided over by a young man, perhaps just a little past his early twenties. He was formerly a foreman in one of the other printing offices, and having saved some money had decided to go into business for himself.

For three years the two printing shops had run side by side with but the partition between them. During that time neither printer had spoken to the other, nor had they met at the door. The printer on the left got down early and started things going and often stayed late; in fact, he usually waited until the printer on the right had closed up his shop and had departed for the day.

*The second of a series of twelve stories of the printers of Chiapolis. Copyright, 1921, by R. T. Porte.

The printer on the right, not having much work to do in the office, was somewhat of a hustler and spent very little time in his office, while the printer on the left had so much work to do that he had no time to spend hustling work, but depended upon his customers finding him.

The two printers were the real pleasure of the "shopper." The printer on the left imagined that he ran his shop so efficiently that he could do work for less than the quicker fellow on the right. The printer on the right contended — to himself — that he was a business man, knew how to handle help, paid cash and could produce printing just as cheap as anybody. The shopper had only to say that the "other printer" would do a job for \$2.85, and the printer would say he would go one better and do the job for \$2.75. It was a nice little arrangement and appreciated by the shoppers.

Thus things went on, and probably would have gone on and on forever but —

The Ladies' Aid Society of the First Church of Chiapolis was holding its annual "Rummage Sale," and the women were actively engaged in getting good prices for cast off items. Two of the women became very much acquainted, as both spent considerable time at the sale and both were on a committee of five where the other three failed to show up and they had the work to do. In fact, as is not the usual custom, both women became very good friends in the few days, and each seemed to like the other. A result was that at the regular meetings of the society they paired off together, and started one of those telephone acquaintances and confidences. Finally one picked up courage to ask the other to bring along her worse half some night, and they would play a game or two of whist or some other game the rage at that time.

The gentlemen in the case, as is usual, were not consulted, except that one was told they were to have "company" and the other that they were "going out."

Yes, it is true. The women were the wives of the two printers, and the surprise of the two printers can well be imagined when they met. It took some few minutes to explain the situation to the women, but all four being pretty good sports they settled down to play cards, eating afterward one of those indigestible lunches served on such occasions, and in the end finding out that the "other printer" was a pretty good sort of fellow after all. This occasion was followed by the "other printer" returning the compliment and the wives becoming even better friends. The printers even spoke to each other at their shops, and finally got to the point of borrowing type or ink or paper or anything else they were short of.

And then came the eruption. The compositor for the printer on the right quit work, and a disagreement between the printer on the left and his pressman resulted in both printers being strictly up against it. That night they had one of their regular affairs on hand, and during the time each happened to say something about losing a man, and then more talk.

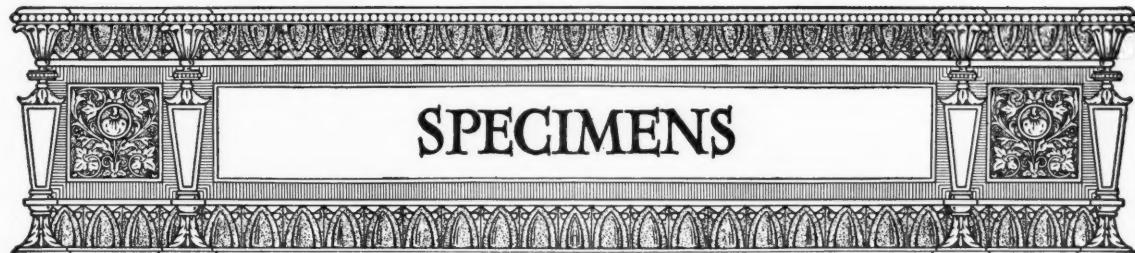
Nothing came of it, until quitting time the next night, when both printers met at the door. The printer on the left looked tired, and the printer on the right looked worse.

"Say, what a pair of fools we have been," the printer on the right finally said. "We have been fighting one another for business for years. I have been putting up with poor workmen and wishing I had a man whom I could trust to run the shop, and you have been working your head off to get the best of me."

"Just a minute," the printer on the left said, "I am beginning to get the drift of your remarks. Let's go to a lawyer or somebody tomorrow and fix things up, and then let's pull down that old partition and start all over."

So down came the partition, and on the double door was painted the words *The Consolidated Printing Company*, and later on came the four story building with the big sign.

If you think this is not true, I can only say that truth is much stranger than fiction, and this is not fiction.



SPECIMENS

BY J. L. FRAZIER

Under this head will be briefly reviewed specimens of printing sent in for criticism. Literature submitted for this purpose should be marked "For Criticism" and directed to The Inland Printer Company, Chicago. Specimens should be mailed flat, not rolled. Replies can not be made by mail.

THE CASLON PRESS, Detroit, Michigan.—Your Christmas greeting card is one of the most interesting and attractive that we have seen.

THE HOLMES PRESS, Philadelphia, Pennsylvania.—The envelope enclosures you send out in your mail are exceptionally neat looking and attractive in the refined use of color in good design.

BURTON BROWN, Cloister Print Shop, Riverside, California.—Specimens are all high grade, typography, presswork and color combinations varying with each other for greatest responsibility and praise.

FRANK D. GIMBEL, Cleveland, Ohio.—Your letter is unusual and attractive, as is also the card. We can suggest no improvement, considering both specimens perfectly executed in the style selected.

TRADE PRESS PUBLISHING COMPANY, Milwaukee, Wisconsin.—The booklet introducing the addition to your equipment of a number of the latest styles of type is handsome. The type faces are shown off to good advantage in the text.

ROBERT CLARK, Winnetka, Illinois.—Your Christmas folder is neat, and the only suggestion we have to make for improvement with the material used would be to center your name under the greeting rather than to set it at the right.

E. ROBERT STACKHOUSE COMPANY, Philadelphia, Pennsylvania.—The statement folder for the Burlington County Trust Company is decidedly attractive and rich looking as well as thoroughly dignified. We can suggest no improvements.

W. C. BOWAY, Solvay, New York.—The printing done by students of the Solvay schools under your direction is very good indeed, measuring up to the standard of the work done in other high schools.

L. E. DENNISON, Toronto, Canada.—The faults you mention as existing in your Christmas greeting card are of a minor nature. Taken on the whole, and in the larger sense of style and design, we consider the card decidedly praiseworthy. It is rich looking and impressive.

ROBERT RAWSTHORPE ENGRAVING COMPANY, Pittsburgh, Pennsylvania.—The portfolio, "Specimens of Shading Mediums for Tinting Zinc Etchings," is an achievement in service to buyers of engravings as well as in the engraving and printing arts. It is handsomely done.

THE BARTA PRESS, Boston, Massachusetts.—The booklet, "Your Customers Viewpoint Is What You Make It," is handsome as an example of graphic arts product and is decidedly effective in your interest from a publicity standpoint. It is a remarkable and impressive appeal for fine printing and ought to bring a lot of business to your house.

EMERY J. DEMERS, Ware, Massachusetts.—The type you use is not of good or pleasing design. You could not, in fact, do high grade work with it. As design and display are thoroughly satisfactory, any improvement would have to be made with other type faces. The foundation of all good typography is type; you can't get away from that fact.

FREDERICK EDNEY, Bath, Maine.—As a typographic novelty the letterhead for The New Bird Cage (theater) strikes ten. It is cleverly designed, and the prominence of the rules does not offend

because they have significance. This, however—making pictures with rules and ornaments—is a practice that should not be too frequently indulged in by printers.

PINKHAM PRESS, Boston, Massachusetts.—The tiny hard bound book, "If," the text of which is Rudyard Kipling's famous poem of that name, is a gem. Beautiful paper, excellent typography, fine printing and delightful colors combine to form a product that is expressive of the finest taste in bookmaking. We regret that a reproduction would be an injustice to the book.

THE MORTIMER COMPANY, LIMITED, Ottawa, Ontario.—Specimens, as usual, are high grade in all respects. We like particularly the Christmas greetings card for McArthur Irwin Company, the catalogue for Weber Pianos, your own Christmas folder and the several issues of the house-organ,

HERBERT MILLER, Boone, Iowa.—Your Christmas greeting card is decidedly neat and attractive. It is refreshing, indeed, to find one who has been at the case for so short a time as one year who is capable of producing a card that compares so favorably in all respects with the best of typography. Colors and printing are also excellent.

A NUMBER of attractive Christmas greeting cards have been received from the Worcester Boys Trade School, Worcester, Massachusetts, each card the work of a student in the printing classes. The pleasing results achieved in these attractive cards are due to simple type treatment, good ornament and illustration and by painstaking presswork in appropriate and harmonious colors.

HERBERT A. CARR, Hutchinson, Kansas.—*Sowekan* (short for Southwestern Kansas) is handsomely made up and printed. Typography, too, is excellent. The cover is very striking and takes one back happily in retrospect to the broad wheat fields of great Kansas. We also compliment the editor, Mr. Leisure, who attended Baker University when the writer was there away back in 1906.

CHARLES SAMMIS, Waukesha, Wisconsin.—We can make no suggestions for improving the Gospel Art Calendar, which is quite attractive as it stands. The style is well suited to the purpose, which the calendar seems to fulfill perfectly. The matter contained is interesting and makes profitable reading. We compliment you on it.

THE PRAJA BANDHU PRINTING WORKS, Ahmedabad, India.—The Christmas greeting cards, folders, etc., set in type of the native language are neat and interesting in appearance. We appreciate these specimens and find considerable pleasure in going through them, so please continue to favor us with them in the years to come.

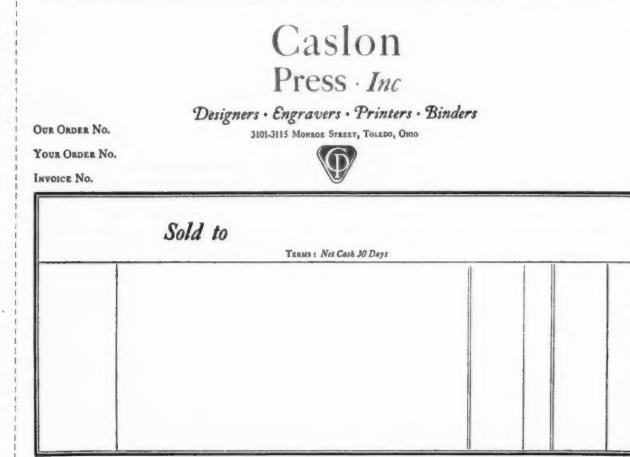
WILLIAM FEATHER COMPANY, Cleveland, Ohio.—The wall card, "Business," is interesting as to text and is well treated in display. We suggest that the

appearance of the piece would be better if the cut-off rule above the signature were removed and if a single instead of a triple rule were placed under the heading. Presswork is also good.

Oral Hygiene, Pittsburgh, Pennsylvania.—Your Christmas greeting card, designed and lettered by Ellsworth Geist, a former prominent contributor to this department, is decidedly unusual and is well designed. The idea is original and appropriate, as well as being cleverly worked out.

The Ephraim Enterprise, Ephraim, Utah.—Your letterhead is simple in design, neat and dignified. Had a somewhat richer color than the light lemon yellow been used for printing the border—say, for example, buff—the effect would have been more pleasing. However, it is not at all bad as printed.

E. C. STERRY, Jamestown, New York.—The simple letterhead for the Chautauqua Rosary, three small lines of type printed in deep green ink over a small illustration of a rose printed in pink, on bond stock of a lighter pink, is one of the prettiest printed things we have seen in months. The covers for *Art Metal Service* show the possibilities in variation obtainable from the same design by attractive



Characterful invoice by Louis A. Braverman, with the Caslon Press, Toledo, Ohio. Mr. Braverman has the faculty of being able to secure uncommon and striking effects, with dignity and refinement, through characterful and distinctive handling of Caslon.

The Crest. The standard at which you maintain presswork is decidedly commendable; not a single job is slighted in the least in that respect or in any other in the specimens which we examined.

WILLIAM EDWIN RUDGE, New York city.—The broadsides, "Our Creed" and "The Pilgrim Compact," are beautiful. Expressive of the possibilities of simple treatment with handsome and legible type faces on fine papers, they are truly remarkable. Unfortunately, if we were to reproduce them we should have to show them in so small a size that much of their beauty would be lost, hence we are compelled to forego that satisfaction to ourselves and to deny our readers that privilege.

OLIVER H. McGINNIS, Greensburg, Pennsylvania.—The label for The Kelley & Jones Company is satisfactory for the purpose, considering also the nature of the company's business. It is simple, legible and clear. The use of a more stylish and beautiful type face would have made it more attractive—a newer type face would have made it more distinctive and less commonplace looking—but, of course, style is not so essential on a label as in some other forms, although it is always desirable.

FOURTH ANNUAL EXHIBITION Graphic Arts Group

Pittsburgh Advertising Club



Hotel Chatham Roof · January 18, 1921

HE purpose of this exhibition is to show the buyers of printing in Pittsburgh and vicinity just what the Pittsburgh printers, engravers, paper supply houses & the allied trades are doing to meet their various demands for printing. Entries to this exhibition will be confined exclusively to members of the Graphic Arts Group and an entry fee of thirty-five dollars (\$35.00) will be charged.

Each exhibitor will be allotted the same amount of space. This space will consist of a folding screen with space four feet by six feet for mounting specimens, and a table to stand in front of the screen for heavier specimens not suitable for mounting. This screen will be furnished each exhibitor ten days before the date of exhibition. It

must be prepared and delivered to the Exhibition Committee, Hotel Chatham not later than Monday, January 17th. Uniform name placards will be furnished by the Exhibition Committee. All specimens submitted for the exhibition will be carefully preserved and returned to the exhibitor at the close of the exhibition.

Following the custom established in the past, the exhibition will be held in connection with the weekly luncheon and meeting of the Pittsburgh Advertising Club. At this luncheon, the members of the Pittsburgh Advertising Club will be the guests of the Graphic Arts Group. Any member desiring to bring guests who are not members of the Club can procure luncheon tickets from the Secretary of the Graphic Arts Group, \$1.50 each.

THE EXHIBITION COMMITTEE
WILL GREATLY APPRECIATE THE CO-OPERATION OF THOSE MEMBERS INTENDING
TO EXHIBIT BY FILLING IN AND MAILING THE ENCLOSED ENTRY BLANK
TO MR. C. L. BEET, SECRETARY, 632 DUQUESNE WAY
BEFORE FRIDAY, DECEMBER 17th

What treatment for a broadside advertising an exhibit of graphic arts could be more appropriate and satisfactory than this handsome composition in Caslon by Arthur C. Gruver, with the MacGregor-Cutler Printing Company, Pittsburgh, Pennsylvania? Original was 16 by 23 inches and was printed in black and rich brown on buff colored antique cover stock.

color treatment. The design itself is striking and attractive, and when printed in colors so harmonious and pleasing as those used by you in the several instances produces effects that delight the eye. The other specimens, while possibly not so outstanding, are of the same high caliber.

THE WARREN PRINTING COMPANY, Warren, Ohio.—Specimens are neat and pleasing in appearance because of good design, good type faces and good presswork. Particularly attractive are the various forms of office stationery for your own use, which are at once dignified and neat in appearance and effective from a publicity standpoint.

ARTHUR J. MANSFIELD, Boston, Massachusetts.—Composed in good taste along simple lines—with excellent type faces—and printed nicely in pleasing and harmonious colors, the specimens of your own work and that of students under your instruction at the Boston Trade School are excellent in all respects. The cover design, "Impressions," is striking and beautifully printed in colors.

ARTHUR C. GRUVER, MacGregor-Cutler Printing Company, Pittsburgh, Pennsylvania.—Of all the collections of fine printing that you have sent us the latest doubtless contains the greatest number of genuine typographic masterpieces. The broadside for the Fourth Annual Exhibition of the Graphic Arts Group is one of the handsomest Caslon displays we have ever seen. Added beauty is given by printing the design in brown and black

inks on buff colored antique laid stock. The Christmas issue of *Macograms* is likewise one of the most attractive of printers' house-organs. Then there's the October-November issue of *Monotype*, likewise a gem of the typographer's art. We could go on mentioning example after example, but space will not permit repetition of "excellent," "handsome," etc., even though the work merits it. Several specimens are reproduced, others are being saved for a more extensive showing in a future issue.

THE HERALD PUBLISHING COMPANY, Roscommon, Michigan.—The booklet showing samples of letterheads produced by you is nicely gotten up, and the letterheads themselves are attractive in design and typography. Your own letterhead and envelope are also neat and attractive, as are also the other specimens in the collection. You can feel that you are doing the common, every day run of printing uncommonly well.

WILLIAM ESKEW, Portsmouth, Ohio.—The folder, "A Comparison," is a striking exploitation of your work. Nothing is more impressive than comparisons of this sort, and the fact that you have done this piece of advertising as well as you reprinted the letterhead for the local typographical union, which forms the basis for the folder, makes the exploitation all the more impressive.

A. G. HALLET, East Liverpool, Ohio.—Specimens of your work are at once pleasing in design and excellent from the standpoint of typography, and they also possess an interesting look that is bound to attract attention. Noteworthy in the collection are the brochure, "The First and Last Laugh;" the various covers for the "Sterling Book;" the cover, "Electrical Porcelain," printed in brown and gray on gray Sunburst cover stock; and the booklet, "A Legend." Presswork is consistently high grade. Our compliments on these samples.

MOSSBERG & GUNDERSON, Red Wing, Minnesota.—Your Christmas card—as well as the folder, "Fractional Mortgage Certificates"—is neat and effective in design and is well printed. In the latter, the verse from Burns at the bottom of the title page would have balanced the page better and would also have been more legible if set in larger type. The line, "A Sound Investment," crowds the line above it too closely for appearances, and is rather too small considering its importance in display. Otherwise the specimens present a nice appearance.

WATSON-JONES, Incorporated, San Diego, California.—Consistent with the quality of previous collections of your printing sent us, the latest contains numerous examples of fine work. The letterheads are particularly good, being effectively designed in good taste. The business card for Phil Jacobson is decidedly novel and will attract a lot of favorable attention wherever Mr. Jacobson presents it. Both the cover design and the title page for the booklet of the San Diego Woman's Press Club are neat and pleasing.

CHARLES DELANEY, Hammond, Indiana.—Specimens are remarkable indeed, considering that they were produced by students having no more than four semesters of experience. This demonstrates one fact plainly and surely: they are under a

ENTRY

FOURTH ANNUAL EXHIBITION · GRAPHIC ARTS GROUP
PITTSBURGH ADVERTISING CLUB



E agree to place an Exhibit in the *Fourth Annual Exhibition of the Graphic Arts Group*, which will be held Tuesday, January 18th 1921, on the Hotel Chatham Roof, as outlined in announcement, and enclose herewith our check for \$35.00 to cover expense of same.

[SIGNED]

MAKE ALL CHECKS PAYABLE TO C. L. BEET, Secretary, 632 DUQUESNE WAY

This entry blank, also composed by Gruver, is in keeping with the broadside, thoroughly beautiful and appropriate. Same colors of ink and stock were used as on the broadside reproduced above.

capable instructor. Painstaking care is evident in all those fine points of word spacing, line spacing and apportioning white space, which are all too frequently slighted by old hands at the business. The *Temudac* is an interesting appearing school paper, well executed from a printing standpoint.

ALBERT DAMMEYER, New York city.—The program for the Annual Christmas Festival of the Improved Order of Red Men is interestingly designed and composed, the text pages being above reproach. While the rules in red beneath the lines of the bottom group emphasize those lines, which need it, the effect produced is not pleasing to the eye. Some arrangement that would give these lines adequate display without these conflicting units would have been preferable. All in all, however, the program is far and away above the average.

From far away Australia we have received an attractive booklet from the Working Men's College, Melbourne. It is made up of specimens of display work done by one of the second year students, H. H. Gladstone, all of which are simply and effectively displayed and arranged, while most of them are printed in attractive and harmonious colors. The only really weak point about the booklet is the cover, the colors of which—red for type and white for border and ornament—on the medium gray stock appear weak, uninteresting and not at all pleasing to the eye.

THE PRINTCRAFT PRESS, New York city.—“A Little Visit to a Great Business Man” is a handsome booklet, suggesting quality all the way through, particularly by excellent choice of stock. The cover design is distinctive and thoroughly appropriate to the kind of stock and character of the contents. Some of the initials are not so well placed as they would have been if allowed to extend in the margin somewhat. This is particularly true of the first one, where the outline, or contour, of the type page is badly broken up by reason of the initial being placed too far inside.

LAWRENCE G. JAQUA, Humboldt, Iowa.—The blotter, “Printing, the Art of All Arts,” is well displayed and arranged, and, in general, is designed along simple lines. The text is in a legible size and style of type, although the lines are a trifle too long for easy reading. The display line at the top is too widely word spaced, and we think that the rule underscores detract rather than add to the effectiveness of the display. If these words were more closely spaced—and if the body matter were set in two columns so as to make the lines shorter—we believe you would have a much better blotter.

L. A. BRAVERMAN, The Caslon Press, Toledo, Ohio.—We have always admired your work, and that admiration grows with the receipt of each new contribution you send this department. You have the fine faculty of being able to combine dignity and refinement with punch in large measure, something very few are able to do. The secret of your success in this respect is the use of refined and beautiful faces in large sizes and in simple designs. Good color use helps materially, while arrangement, too, has a lot to do with the fine effects that you

MR. BENJAMIN SHERBOW

of New York, who has gained a wide reputation for the excellence of his typography, will address the Advertising Class of Toledo University, Wednesday, November 17th, at 7 p.m., at the University Building, corner of Illinois and Eleventh Streets. Prof. F. U. Quillen has generously extended an invitation to the members of the Toledo Typothetae to attend this lecture.

L. H. SANZENBACHER, President
J. H. CROW, Secretary

Simple, dignified, readable and yet impressive announcement for a lecture, designed by Louis A. Braverman, Caslon Press, Toledo, Ohio.

“TYPOGRAPHY”

A Talk by Arthur C. Gruver, Typographer

MR. GRUVER'S work has attracted a great deal of favorable attention all over the country. Come to the Graphic Arts Group meeting at the Chatham, Friday of this week, and hear him explain how it's done. You are particularly urged to bring representatives from your composing room to this meeting, as well as friends who may be interested

“WHEN IT COMES TO GETTING UP GENUINELY ARTISTIC TYPOGRAPHY, ARTHUR C. GRUVER, OF THE MACGREGOR CUTLER PRINTING COMPANY, PITTSBURGH, BLAZES THE PATH FOR MANY ADMIRERS,” SAYS THE INLAND PRINTER

LUNCHEON AT 12:15• SOMETHING GOOD EVERY FRIDAY

THE BOOSTER
Graphic Arts Group Pittsburgh Advertising Club

Another announcement for a similar occasion designed by Arthur C. Gruver, who, by the way, was the speaker of the occasion.

obtain. The house-organs *Sales Facts*, for the Willys-Overland Company, and *Amps*, for the Milburn Wagon Company, are striking and interesting looking, refined and beautiful, besides possessing considerable punch. Several specimens, characteristic of your style of work, are reproduced.

RALPH J. EKBERG, Springfield, Missouri.—In so far as design and display are concerned the letter-head for Springfield Typographical Union No. 158 is quite attractive. The blue might well have been slightly stronger, however, although the colors, deep brown and blue tint on primrose stock, are pleasing. The only really serious fault, as we view the design, is in the use of the ornaments, which are inappropriate, although they fit in well so far as design is concerned. They are better suited to holiday or religious printing than for the stationery of a labor organization, being featured by three candles and a wreath.

ACE ADVERTISING COMPANY, Los Angeles, California.—We compliment you on the interesting and effective appearance of all your stationery forms. The designed name line is distinctive and forceful, while the colors are about the best that could be used to make it show up well and be pleasing too. The design is not too large, as we consider a business specializing in advertising and printing may emphasize its name more prominently than is proper

in a great many other lines of business. Furthermore, the nature of the design makes a reasonably large size satisfactory, whereas many designs would not permit it.

W. R. CARPENTER, Geneva, New York.—Stuffers for enclosing in letters to advertise your printing and advertising service are, in appearance, a delight to the eye. Most of them are cleverly written from a publicity standpoint as well. The beauty of the Cloister series of type is well brought out through skilful handling. Two are reproduced.

DURYEA PRINTING COMPANY, New York city.—The blotters you have sent us are decidedly interesting both as to copy and layout. The typography and ornament are also of a high order, as is also the printing in colors. The New Year blotter is a hummer. Nothing could be more effective for the purpose than this refreshing idea, an illustration of a small child with outstretched hand with the words beneath, “Thanks, we wish you the same.” The winter scene ornament, cut out by the superintendent with a jack knife, is good. The raggedness that you refer to is rather an advantage, as it adds somewhat to the character of the illustration.

CARL J. H. ANDERSON, Pittsburgh, Pennsylvania.—*The Type Louse*, shop paper for the employees of The Eddy Press Corporation, is a dandy. Chock full of interesting personal items and articles

CHARACTER

plus Business Building Power

These are the elements you should look for in your printing

The printing that Carpenter turns out has character, or it would not be flowing into the trade channels from so many big Geneva institutions. It must have business building power, because those institutions continue to grow steadily.

CARPENTER - HE PRINTS
Geneva, N. Y.

Small leaflet or stuffer which demonstrates the beauty of the Cloister series in refined composition. With so attractive a face as Cloister Old Style to use, maximum effects are obtainable from most simple methods of arrangement. By W. R. Carpenter, Geneva, New York.



TO OUR MUCH RE-
spected Friends in the Trade,

Ood Friends: The President of the United States having asked the people of America to observe in a special manner, December 21st, 1920, which is the three hundredth anniversary of the landing of the Pilgrims on Plymouth Rock, the December 20th issue of THE AMERICAN PRINTER will be a *Pilgrim Number*. The editors of THE AMERICAN PRINTER, after trips to Plymouth and Boston, followed by some months of research, have gathered an interesting lot of material having to do with this celebration of direct interest to printers. One of the Pilgrims was an employing printer,

3

and

Catalogue
of an Exhibition
of the History of the
Art of Printing

1450-1920



During months of September & October
in the year nineteen hundred and twenty

**The Memorial Art
Gallery • Rochester • NY**

Edmund G. Gress, editor of *The American Printer*, our contemporary, designed this page, taking as his motif a page from a book published in early Colonial days. The treatment is appropriate inasmuch as the booklet from which it is reproduced was issued to exploit the "Pilgrim Edition" of the magazine.

of interest to workers, it ought to be highly appreciated by every one. Incidentally, it is well gotten up typographically, as we would expect it to be, coming from an institution that has long enjoyed an excellent reputation for high grade work. In fact, the only thing that we do not like about it is the extreme length of the page, which is not well proportioned. Possibly some consideration of economy in stock or in mailing is responsible for this odd shape of page.

EDMUND G. GRESS, *The American Printer*, New York city.—Your brochure announcing the Pilgrim Number of *The American Printer* is a notable achievement in what might be termed period typography. The motif is the typography of the Pilgrim Period, the general plan and decoration of page three, herewith reproduced, being a good adaptation of one page from a book containing the first account of the Pilgrims at Plymouth, Massachusetts. The book from which it was adapted was published in 1662. The excellence of the typography is accentuated by painstaking presswork and excellent stock admirably suited to the style of composition. Our compliments on so noteworthy an achievement.

THE RONALD PRESS, Montreal.—The series of mailing folders for the Gillette Safety Razor Company is one of the most striking and impressive that we have ever seen. So effective is the appeal in the general design, as well as in the display copy, we can not see how a dealer can possibly pass them to the waste basket without opening and reading them. The paper, *Style, Dress and Home*, published and printed for Henry Morgan & Co., Limited, compares favorably with the finest department store papers published today. Colorwork on the covers from striking designs are wonderfully effective. "Birk's Year Book — 1921," a jewelry catalogue, is a combination of the finest in art, engrav-

ing, typography, presswork and paper. Nothing finer in the way of printing has been done. You are entitled to a great amount of credit for the work.

JOE EDELMANN, Poteau, Oklahoma.—The idea of advertising the attractions at the Victory (motion picture) Theater in the shape of a calendar is a fine one, and you have worked it out well. For the information of our readers we will state that in the squares for the dates there is in each instance mention of the attraction booked for that date. As it has been designed, this calendar serves for reference as to days and dates, the same as any calendar. At the same time it brings to the attention of the person referring to it the film story to

This cover design from a catalogue for an exhibition of printing illustrates the possibilities of Canson in informal treatment, embodying in the design a fine measure of distinction without loss of beauty and dignity. Note the effect produced by slight letter spacing. The book from which it was taken was printed by the Rochester Bureau of Printing.

be shown on that date. Incidentally, it serves as a ready reminder to those who want to know what the attraction is for a given date. It is an idea that is well worth passing on as it is quite possible to put out something of the kind in every city where there is a movie show.

JAMES L. KIBBE, Rochester Bureau of Printing, Rochester, New York.—The catalogue for the "Printing Exhibition" held in Rochester during September and October is an excellent example of fine bookmaking, and, as you state, one of the most complete histories of printing we have seen. The typography is above reproach, as the page, herewith reproduced, will demonstrate. We thank you and compliment you on so fine a production.

THE PIERCE PRINTING COMPANY, Fargo, North Dakota.—The cooperative mailing folder, in which five local firms carry space, and which circulates among four thousand farmers in the vicinity of Fargo, is excellent. The idea of several advertisers using the same piece is a good one, in the first place because the same one cent postage stamp will carry the message of all and because the addressing for one likewise does for all. Such advertising supplements rather than competes with the newspaper advertising of firms using it. Cooperative folders on this order could be produced by printers in almost all localities, profitably for themselves and for those who take space in them. The folder here referred to is nicely gotten up from a typographical standpoint and is well printed in green and red inks, it being the Christmas issue, or, rather, an edition sent out during the holiday season.

T. W. LEE, Minneapolis, Minnesota.—Typography on the stuffer announcing new rate cards and change in publication date for the *Nonpartisan Leader* is excellent from the display standpoint. Emphasis is forceful and well selected. Arrange-



Carpenter - He Prints - cordially invites you to visit his plant and assure yourself that his equipment is a guarantee to you of the service and quality you demand

Carpenter's Plant is Located at
595 Exchange Street—His Telephone Number is 2434
Whirl the dial

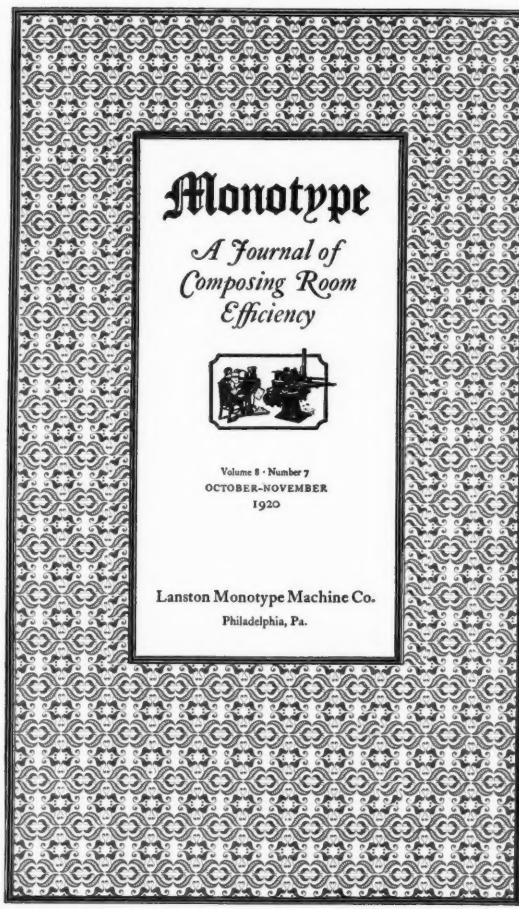
Card by W. R. Carpenter, Geneva, New York, illustrating what pleasing effects with display force may be obtained by simple type treatment, when the type face is a good one, and with a minimum of ornament well selected and used.

ment is conducive to quick and easy reading, although the type face used, Packard, is by no means the most legible of available type faces. There are too many flourishes in the letters. The card announcing the payment of subscriptions to the *Minnesota Daily Star* for gift purposes is striking in design, but the type might well have been one size larger in the interest of legibility, although, we are frank to admit, the effect would not then be so neat as it is now with so liberal a margin of white

for the simple reason that there is nothing right about it. It is not a cover design at all—simply several ragged, uncouth lines of type spread across the top of the page. Without design or border of any sort to add attractiveness and force to the page, and to unify the lines of the title, the cover is very weak indeed.

J. W. BATES, Canton, Ohio.—Our opinion of your literary composition on the "Printer" is that it is decidedly excellent. While the typographical

The overhead would be more than the business would justify. Space was available at the sides of the illustration for setting the matter there in larger type, which would have strengthened the display materially, yet the size of type used was probably dictated by expediency, the advantage of being able to set it on the machine. The "Special Bargains" panel near the bottom should have been strengthened by the use of larger and bolder type. The matter below it could have been set in panels



Arthur C. Gruver, with the MacGregor-Cutler Printing Company, Pittsburgh, Pennsylvania, has developed rapidly within the past few years as one of our foremost designers of type display. His work speaks for itself, as the cover of the house-organ at the left and the title page of another house-organ at the right testify emphatically.

space. Your own greeting card is also neat, although we should have given the place of honor at the top to the greeting proper instead of to your address.

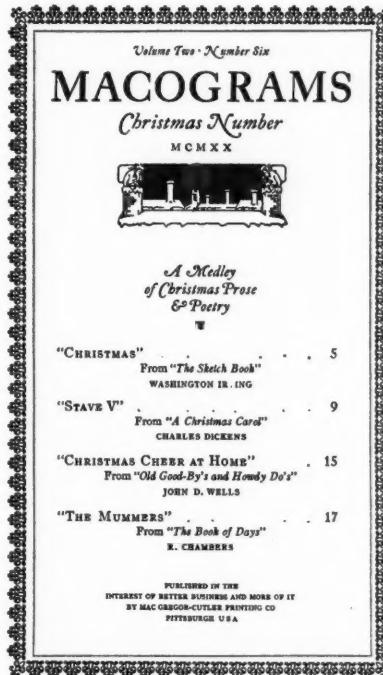
THE JENSEN PRINTING COMPANY, Minneapolis, Minnesota.—The greatest and possibly the only improvement that is demanded in *The Western Architect* is a cover that merits the name. The text pages are well handled, the Cheltenham Wide used for body not only providing a legible face but one that gives an appearance of craftsmanship and distinction that ordinary body letters do not provide. It is one thing that we would not change were we the owners of the paper. Presswork is excellent. About the only advertisement in the issue sent us (July, 1920) that we consider poor is the one for the Ludowici-Celadon Company on the first inside page, which is altogether too weak. Even though the altogether too small sizes of type were demanded, or considered desirable from the standpoint of dignity, they should have been arranged with some semblance of taste, that is, so that they would "shape up" with the page. If you should get a good cover design you and the publishers would be able to feel that you have a very fine publication. We can not tell you what is wrong with the cover

treatment is not up to the standard of the piece in theme and language it is by no means bad. Since you are responsible for the writing of this excellent eulogy on the art preservative of all arts, as well as its presentation in type, you are justified if you feel proud of your efforts. We consider that you could have made a better selection of type than Packard, which is not only rather fancy and somewhat difficult to read—and thereby does scant justice to the craft which your short essay honors—but is quite too modern a letter for such a design. A type face with a history, or one based on a style that has a history, say, Caslon, Blackletter or Cloister, would have been better. A dignified border treatment in preference to the bands of pale blue and yellow running across the sheet at top and bottom would also have been in order.

The Reporter, Two Rivers, Wisconsin.—The sales poster for J. E. Galecki is very good, although subject to improvement in several respects. The first display line is set in a wood letter that is not pleasing, because too fancy. The style used for the name of the merchant just below is far better, because plainer. Of course you probably had no other choice, as, obviously, a small town paper can not have a metropolitan daily's assortment of type.

at the corners, which would have provided more space in depth for the special section referred to. That would mean more space all around, for space is wasted because of the great width of the panel.

HACKNEY & MOALE COMPANY, Asheville, North Carolina.—*Pash* is a very interesting house-organ from the standpoint of content, but it is not at all what it ought to be from the standpoint of printing, all the more important since it represents a printing establishment. The cover is about the only redeeming physical feature (we are referring to the Thanksgiving issue); in fact, the cover of that issue is very good indeed. The first inside page is crude, to say the least. It should have been an attractive display page, shaped in accordance with the shape of the page, and yet it is machine set, full measure in width while it takes up very little space in depth. The initial is set too far from the type, as are also those on the other pages. A weak attempt was made to lengthen out the shallow group by numerous rules running horizontally at top and bottom of the type. Another point, when short type groups such as this are placed on a page they should not be centered from top to bottom. In the first place, the position in the vertical center is monotonous and displeasing—and it is in violation



August 1920



NOW is the time to begin a Direct Advertising campaign to help boost your Fall business, and the Desk Blotter is a mighty good medium to start with.

Blotter advertising is inexpensive and a 100% efficient strike is made by getting your message direct to the prospect.

If you have anything to advertise talk to us about Blotters, suitable for your story. We can help you

*The J. W. Burke Company
Printers and Stationers
Macon, Ga.*

AUGUST 1920						
Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Two interesting, clean cut blotters by B. W. Radcliffe.

of the principle of proportion. In the exact vertical center, a group appears below the center because of an optical illusion which causes the upper space to look the larger. Possibly this is because the upper space is nearer the eye, or the angle at which it is seen makes it appear larger than the space below. To obtain good proportion and balance in such groups, they should be placed three-fifths the distance from top to bottom, or else the top space should be three to a corresponding five in the lower space. Page two also offers opportunity for an attractive composition, yet it was allowed to go with a "lick and a promise." Very poor use is made of white space in the design of this page. The body type is good, but the bold face machine type is of an unattractive style. If economy dictated the scant attention given the physical features the house-organ should have taken a different form. A smaller paper, well executed, would be far preferable to the present size, poorly executed.

S. G. ROZELLE, Memphis, Tennessee.—The announcement advertising Christmas greeting cards is attractive and interesting, as well as pleasing. We would prefer white paper to the yellow used, because of greater appropriateness. The stuffer, "Our Art Service," is good except for one thing, the purposeless use of hyphens to fill out the short lines at ends of paragraphs. This makeshift is something that we can not but frown upon. The stuffer, "Made in Memphis," is not nearly so good. In the first place the colors are reversed from the way they should be. Type in red and initial and border in dark green make a very poor appearance. Incidents stand out through greater strength of tone. Again the hyphens used without reasonable purpose. In general, the folder, "The Development of an Idea," is good. The orange is a little weak for the type lines and the rules at the end of, and below, the word "Idea," as well as the ornament, could have been omitted to advantage. We do not like the use of lower case for initials through-

out the text and doubt whether the advantage of the novelty afforded will offset the impression given that it is queer.

FRENCH & RUSSELL, San Francisco, California.—We do not like several things in your new letterhead, although the general style is somewhat out of the usual. If it were well set it would be attractive and forceful. The main design looks too much like a jumble, largely because, in general, there is not enough space between the lines according to the amount of space between words and the letters of letter spaced lines. The text initial setting outside the squared group seems to "hang onto" the design with difficulty. It makes the contour ugly. In a squared group an initial always appears ill at ease unless it is set in the measure instead of out of it. While the main group is a single and compact group it does not have an effect of unity, because of the poor spacing, as we have suggested. Another thing, nine out of ten squared groups appear forced. It is far better to set the various lines in a size of type justified by their importance as display and let the shape take care of itself, more or less. Some adjustments, will, of course, have to be made to make the group and the design shapely, but they will not be so numerous or so fraught with danger as when a squared group is the arbitrary choice.

THOMAS WEBB, *The Billboard*, Cincinnati, Ohio.—While we have always considered that show people preferred printing and advertising of a little more elaborate and "showy" style than ordinary business enterprises — and have considered the type of printed matter generally used by showmen characteristic of the business, desirably so, without doubt, because of long association — we have learned from experience

Our Next President Will Be a Printer!



A liberal use of printer's ink has been responsible for his present influence among the other great men of America. Direct Advertising, if judiciously used, will boost you into the same relative business position.

A keen competition for business in all lines, such as has not existed for several years, will soon let loose a vast flood of delayed orders. Better get ready now for your busiest season.

Ask us to tell you about the completeness of our Direct Advertising Service.

THE J. W. BURKE COMPANY
PRINTERS AND STATIONERS
MACON, GEORGIA

NOVEMBER 1920

Sun.	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.
1	*	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	*A vote for COX will help to make future wars impossible			

that showmen know, appreciate and want good printing. The style may be different and characteristic, but the quality can and ought to be there just as in other styles of printing. Your disappointment over the reprinting of your letterhead by the Oklahoma printer is justified, as is also, in large measure, your opinion of the ability of that printer. The reprint is very weak indeed as compared to the original, especially that part of it below the name line. The designer of the resetting took up almost an inch more of space for the heading, yet his display is far less effective and striking than that of the original. It is weakened as much because it is opened up too much as because of the selection and use of weak types.

J. R. BROTT, Bridgeport, Washington.—The samples are ordinary, that is all. They are more or less commonplace in design and display, and we do not admire the type face used, which is not well suited to this type of composition — stationery forms. Color use on the heading for the Pansy Springs Farm makes the border too outstanding and detracts from the type. The combination is not pleasing and, in addition, makes the border and the design as a whole rather confusing. The items at either side of the main display on the letterhead for the Bridgeport Pharmacy are very illegible as set in capitals, closely spaced. Lower case would have been far better for these masses. Some style other than the paneled arrangement would have been better for the Columbia Valley Lodge heading. The matter at the right side does not balance that at the left, white space is poorly and unevenly distributed in the right hand panel and the effect of congestion all the way through is displeasing.

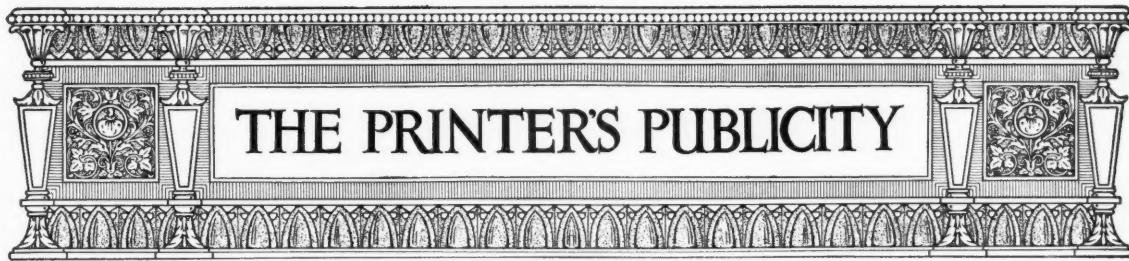
RALPH W. STRAW, LaFayette, Indiana.—It has been said there is always hope for the fellow who realizes that he does not know all there is to be known and for the fellow who is never quite satisfied with what he does. It has also been said the meek shall inherit the earth. Your dissatisfaction with the typography of the publication that you sent us is unwarranted, however. Considering the nature of the advertising we can assure you it is thoroughly satisfactory, even though from an esthetic standpoint it is subject to improvement. Briefly, we suggest that you confine the display of each advertisement to a single style of type. Understand we stated *display*; it is not a breach of good taste in typography to have the display in one style and the body in another, if the two are closely related in harmony or are in pleasing contrast. Many of the advertisements measure up to this standard, but in others we note several styles of different shape and of different design are used. Some of the advertisements are decidedly overdisplayed, even considering what the practice of years has established as a standard in this kind of advertising. Be one of those to bring live stock publicity to a higher standard and to give it greater dignity. Let us, for your benefit, select several good advertisements and a few poor ones so that, by comparison, and with reference to what we have written above, you can get a line on what to do to make the work better. These advertisements are good: J. A. Petty, Cowgill, Missouri; Fred Reppert, Decatur, Indiana (only eliminate periods and rules used to lengthen lines); English Revelation; and Taylor & Taylor (plain line border would be better than ribbon border used). These advertisements are inferior: Frank S. DeWolfe (display too weak — too many type styles); George Moran (too many type styles, poor use of white space and careless arrangement of lines); Everett Goodwin (wide difference in shape of adjacent large display lines); Bock & Shirk (too many large capitals, crowded); and Clawson Brothers & Lairy (too much "gingerbread," as we called ornamentation in the old days).

ANNOUNCEMENT

After September 15, 1920, our laboratory & offices will be located in our own building at NORTHWEST CORNER OF CALVERT & READ STREETS, BALTIMORE, MARYLAND. Please notify your mailing & shipping departments so that we will receive all mail & samples without delay. We shall be pleased to see you at the new address.

WILEY & COMPANY, INC.
CALVERT & READ STS., BALTIMORE, MD.
Our new telephone number will be Mount Vernon 3471

Dignified announcement by Otto Volmerhaus, Baltimore, Maryland.



BY FRANK L. MARTIN

This department will be devoted to the review and constructive criticism of printers' advertising. Specimens submitted for this department will be reviewed from the standpoint of advertising rather than typography, from which standpoint printing is discussed elsewhere in this journal.

"The Marked Page"

A house-organ that is exceptionally attractive and original from the viewpoint of printing, makeup and contents is *The Marked Page*, which was started recently by the Smith-Brooks Printing Company, a progressive firm in Denver, Colorado.



FIG. 1.

There are several features about *The Marked Page* that immediately win commendation. First, nothing has been left undone, apparently, to make it a fine specimen of printing. The stock, the presswork and the effective use of color in the illustrations tend to make it an artistic piece of work. Each of the sixteen pages carries a color illustration, a majority of them of the well drawn cartoon type, which aid in impressing the reader with the advertising or printing message set forth. One page of the October number, slightly different, however, from the general run of illustrations, is shown here (Fig. 1). The original is in three colors.

Second, the magazine carries an attractive cover, one that is in keeping with the rest of the house-organ. It is just the

sort that compels attention and gives a strong hint of the character of pages within. A reproduction of the October cover page is shown in Fig. 2.

Third, there is a consistent effort on the part of the magazine to emphasize the idea that printing includes more than

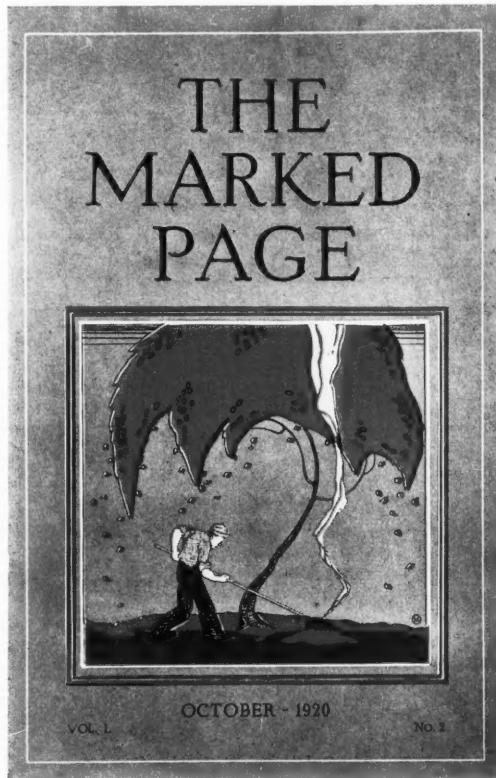


FIG. 2.

the mere blind following of orders to produce something with ink and paper. "A large printing and lithographing establishment is a veritable gold mine of practical merchandising information," says *The Marked Page*, "for under its roof there are constantly being worked out sales problems applying to every form of business, and within its files are the records of merchandising successes which are guiding lights to those on the eve of a new business venture or whose business suffers for want of sales ideas."

It is little wonder that the Smith-Brooks Company has received so many letters of praise for the house-organ, as a folder reproducing some of these letters indicates. It is a magazine that will command business for the firm printing it.

Palmer and Oliver, Inc.

One phase of printing which has not received sufficient attention in printers' advertising and publicity is that real first class printing has among other chief essentials personality and character which the average customer does not think about. True, much of the publicity material coming to this

In a like manner the booklet argues for the use of discrimination in buying all kinds of printing. Every advance made toward a wider use of printing of the right character means increased efficiency from printing and lastly a wider use of the product as a whole.

The Palmer and Oliver booklet is in itself a good printed product. A reproduction of the front cover is shown here (Fig. 3). In the original the initial letters of the title are in red.

An Unusual House-Organ

Striking, unusual and elaborate are the terms that seem best to describe a house-organ that made its appearance on January 1 from the offices of the Hammermill Paper Company. "Selling the Service of Printing" is the somewhat lengthy title of the publication, which goes to job printers all over the country.

The house-organ is unusual in more ways than one. As its editor states, he has departed from the general custom of trying to issue a magazine which the recipient might keep and be expected to preserve for reference in his files. Instead he deliberately tells each one who receives a copy to read it thoroughly and then tear it up—all except the front cover, which is in poster form, and when torn off becomes an advertising wall card suitable for such purpose. This poster cover, intended for display purposes in printing shops, with a green parrot drawn by Louis Linscott, is printed in green and red on yellow cover stock. It is reproduced here (Fig. 4). Inside the house-organ one even finds the advertising stickers with which to put the poster on the wall.

The publication is unusual also as to size and form for a house-organ. It is 11 by 16 inches, printed on heavy cover

"Let's Get Out a---!"

PRINTERS
PALMER & OLIVER, INC.
438 WEST 37th STREET
NEW YORK

FIG. 3.

department often makes such general assertions, but it is for the most part too vague to be of educational value to the buyers of printing. There are direct, tangible results to be gained from such publicity, for it will tend to force discrimination on the part of the buyer in the selection of his printer and in the printed product; and when that is done printing will be on a higher plane with each catalogue, booklet, sales letter, etc., bringing in greater returns for the purchaser. Greater returns for the purchaser mean more printing demand.

Palmer and Oliver, Inc., New York city, have just distributed a small booklet with the title, "Let's Get Out a—," and this booklet is a step in the right direction along this line. Briefly and in well chosen words it treats of the main direct advertising mediums that printers are called upon to furnish for business interests and how those pieces of advertising matter can be improved upon, both in the preparation of the copy and in the printing. The main theme that runs through each discussion is to the effect that personality and character are required of all printed products to make them suitable and fit to serve most efficiently in those fields for which they are intended.

Here is the way the subject of a booklet is treated in part: "Create an atmosphere around your product. Don't merely sell furniture, but homes, not merely phonographs, but music, not merely concrete, but the foundations of buildings."

About the catalogue it has this to say: "A catalogue may be drab as a directory or entertaining as a magazine. The first will be referred to as a last resort, the second will be consulted as a first appeal. The right kind of imagination exerted in the making of a catalogue eliminates the necessity for using imagination in ordering from it. The quality of your catalogue must be parallel to the quality of the merchandise behind it. The impression of quality can be conveyed only by good printing."



FIG. 4.

paper. It needs no envelope, for it folds and the back cover is used for the address.

In contents the editor follows the general advertising policy of the company in urging a broader use of paper and printing. Two of these large pages are devoted to a reproduction of a

**SELLING the
SERVICE of
PRINTING**

spread advertisement in the *Saturday Evening Post*. Here again the printer is invited to tear up the house-organ and paste the advertisement in the window of his shop. Other pages afford a description of two office forms of general utility, with suggestions to the printer about going out and selling them. There is a complete list of Hammermill agents, and on the third cover page appears a list of portfolios and pamphlets, advertising to aid business men and printers "to make the best use of Hammermill business papers." These can be checked and mailed back without the use of any signature, for the back cover carries the name of the printer.

Every issue of the house-organ, the editor says, will carry a new design by the same artist. It will be issued once a month.

The Hammermill company has not only succeeded in getting out a house-organ that is unusual but one that seems sure to be effective. There will be no question about the publication getting the attention of the printers to whom it is sent. It is a novel piece of work with an idea well carried out. The printing is good and the copy well written. Results undoubtedly will prove its worth.

Two Useful Forms

The Allstrum Printing Company, Tacoma, Washington, has sent us samples of two practical form slips which it is using to good advantage on packages sent out from its plant. They are reproduced here (Figs. 5 and 6).

These forms are used where the order is made up for delivery in more than one package. The larger form is inserted in the center of one of the packages. It asks the buyer to look up his supply and suggests that an order for renewal be sent in at once so that the printer will have sufficient time to do the work properly. On the end of this same package is pasted the blue form, requesting that it be the last package opened.

The Allstrum company says that the use of these forms has brought good results. Where the jobs are numbered, it says, it is an easy matter to put the reminder slip in at the place to give time to have a renewal order received and finished before the customer runs out of the stock.

We do not know how generally such forms are being used by printers, but for those to whom the idea is new we are passing along the plan of the Allstrum company as a suggestion of practical worth. The same plan has been most successful in desk calendars, diaries and similar things. It has also an advertising value that makes it worth a printer's consideration.

In this connection, while it has no immediate bearing on the forms mentioned here, the mere marking of packages from the plant of a printer is worth consideration. There are still many printers, to my own personal knowledge, who are content to scrawl the name of the customer and his address on a job to be delivered, when a properly printed label for the purpose should be used. Such labels afford one of the many advertising means that every printer has at hand for use and which many are still overlooking.

Cooper and Knox Company

What seems to me to be an interesting question is involved in the advertising blotter that is sent out regularly each month by the Cooper and Knox Company, of Hoopston, Illinois. This calendar blotter carries the time table of all trains running through that town. The printing firm writes that "the railroads no longer carry advertising in the local newspapers for time cards, hence we find that it is one of the best advertisements that we can use. . . . So many competent critics among business men have commented so favorably on it when we passed them out that as an advertisement it has made a decided hit."

This blotter, of course, gives free advertising to railroads that are amply able to pay for it. The railroads are public service concerns, and a part of the service they should give to

the public is the dissemination of information as to the schedule of their trains. Newspapers, the bulk of them at least, where railroads refuse to advertise schedules, go on the theory that the advertising overshadows the news and decline to give free space to the printing of time tables, although there may

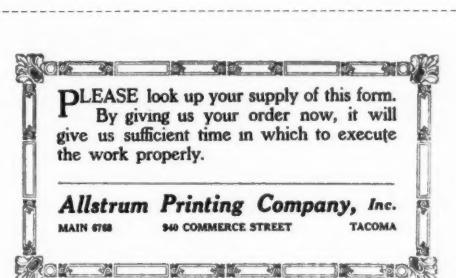


FIG. 5.



FIG. 6.

be an interest and a demand for them on the part of the readers. The newspapers feel that a part of their business is the sale of advertising space and in printing time tables under these conditions it would mean a giving away of this space.

Should not the same theory hold in the advertising matter of printing forms for other concerns? Should a printer take up the railroad's burden of advertising merely because he has hit upon something that gets the attention and the interest of those whom he desires to reach with his own advertising? There is no question about the convenience gained by those who receive the blotter. The same persons would like it if the blotter carried each month an advertisement telling them where they could get fresh eggs or overcoats at real bargains, but who would think of issuing a blotter containing advertising of this kind for mercantile establishments?

There is a principle involved in advertising of the kind this blotter represents that I believe is worthy of some consideration. The newspapers as a whole have taken one stand on the matter, and the same question confronts the printer who gives good advertising space away free.

THE LESSON OF THE RABBIT

Talk about output! Listen to this little tale of mass production.

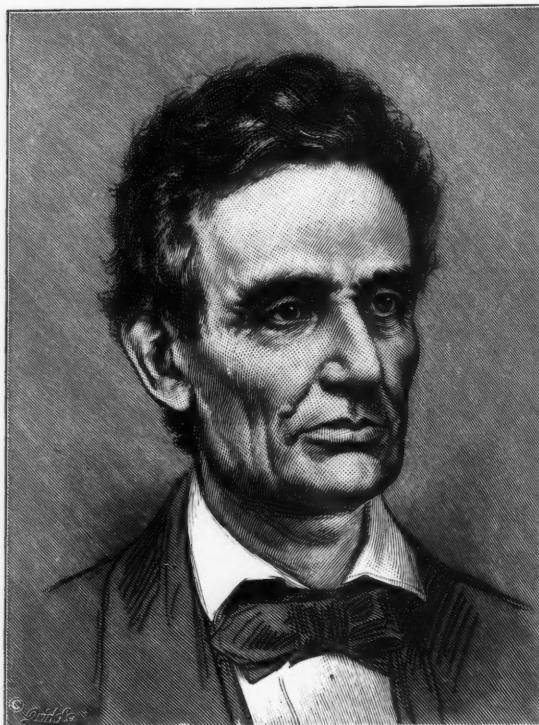
Fifty years ago, there were no rabbits in Australia. Then three rabbits were sent out from London.

Forty years later 25,000,000 frozen rabbits and 96,000,000 rabbit skins were shipped to Europe from Australia.

Go to the rabbit, thou sluggard.—*The Efficiency Magazine*.

A TRIBUTE TO CHICAGO WOOD ENGRAVING FROM FAR AWAY JAPAN

WITH the month of February bringing the anniversary of the birth of Abraham Lincoln, there can be no more fitting time to present the accompanying portrait. Not only does this portrait present a striking likeness of one of the greatest and most beloved characters in American history, it also marks a high tribute paid to American wood engraving. The portrait is the work of a Chicago wood engraver, Nicholas J. Quirk, who engraved it from the pencil sketch made to the order of the Roycrofters, of East Aurora, New York, by Jules Gaspard, a well known Chicago artist,



Abraham Lincoln.

whose work was in great demand by publishers at the time of the World's Fair, and who died in New York two years ago.

An artist's proof of the engraving, which with a number of other proofs of Mr. Quirk's work was by request sent to one of the prominent wood engravers of Japan, was placed on exhibit last October at Ueno Park, the Art Institute of Japan, and attracted considerable attention. This is not the first specimen of Mr. Quirk's work to be thus honored. During 1919 his portrait of the late Colonel Roosevelt, which was printed in these columns last February, was awarded the bronze trophy medal by the Bijutsu Kyokai, the Nippon Arts Society, of Tokyo, at its sixty-first annual exhibition. The medal was accompanied by a two color parchment certificate of award, which, as translated by Junpei Aneha, acting Consul for Japan at Chicago, reads:

Document of prize in the sixty-first Arts Exhibition, Tokyo, Japan, the 25th, October, 1919. The Nippon Arts Society herewith send the Third Class Medal to Mr. N. J. Quirk, after the thorough investigation of "Picture of the Late Theodore Roosevelt" engraved by him and exhibited by Mr. Sojun Shibusaki. (Signed) Seishin Hirayama, Chairman of Committee of the Investigation; Viscount Kentaro Kaneko, President of the Nippon Arts Society; Prince Kunihiko, Director General of the Nippon Arts Society.

The late Sojun Shibusaki, a prominent wood engraver of Tokyo, and founder of the firm of Shibusaki Seihan-Sho, was responsible for the Roosevelt portrait being entered in the exhibition before his sudden death. His son, Tokiyo Shibusaki, a very promising student of xylography, who has sent us a number of excellent specimens of his work, among them a portrait



Reverse of Japanese Medal Awarded Engraving of
Portrait of the Late Colonel Roosevelt.

of the editor of this journal, forwarded the medal and certificate to Mr. Quirk, and wrote, in part: "It is one of the very high grade medals of the Arts Society of Japan, and I hope you will take much care of it. If you have any photographs taken with the medal and awarded note will you not send me one?"

Naturally Mr. Quirk prizes the medal and certificate of award very highly, and he is to be congratulated upon the dis-

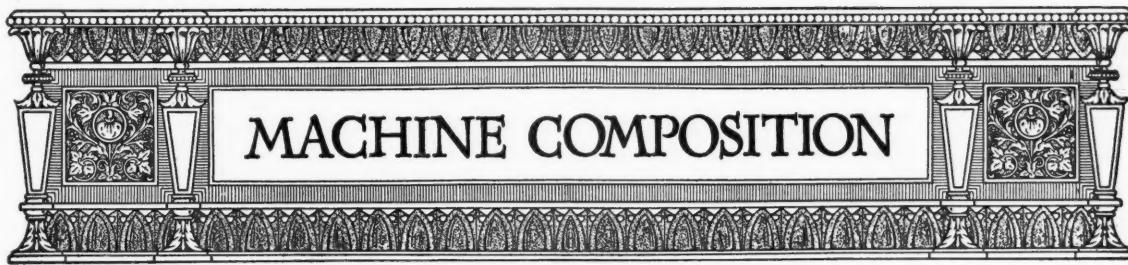


Tokiyo Shibusaki.

Young Japanese wood engraver, who forwarded the award to Mr. Quirk.

tinct honor paid him. Inasmuch as the medal suggested an extra effort to stimulate the growing demand for good engraving, Mr. Quirk has cut it on wood. The wood cut, shown here, should be of interest as it shows a new treatment with the "graver" of a graceful example of Japanese sentiment expressed in the use of the dove of peace and the wisteria branches, commemorating the conclusion of the Great War.

As it was nearly a year before word was received of the award to the Roosevelt portrait, Mr. Quirk naturally has hopes of receiving further professional recognition from the discriminating Japanese art jury.



BY E. M. KEATING

The experiences of composing machine operators, machinists and users are solicited, with the object of the widest possible dissemination of knowledge concerning the best methods of obtaining results. Replies to inquiries will be made by mail when accompanied by return postage.

An Interesting Assortment

Arthur H. Phelps, Miami, Oklahoma, writes: "We have recently had an experience with the three machines in our shop which I will wager the Machine Composition Department has never run across before. For two days the machines would come to the casting position at times and there stop, would not cast. The most rigid inspection failed to disclose the cause for the stop and failure to cast. Finally one of the boys took the wire brush and cleaned out the well. Imbedded in the brush were fifteen nails of all sizes, and one wire hair pin. The wells of the other two machines were found to contain the same assortment of hardware, excepting the hair pin. It developed that Tony, the all purpose man, had dumped the stereo plates, stripped from the wooden bases, nails and all into the melting furnace and the pigs run with a delightful assortment of 'metal.'"

Pot Lockup Irregular

An Illinois operator describes a trouble which was continuous until our suggestion corrected it: "The trouble which we wrote you about has been corrected. We had been losing considerable time owing to back squirts and had the impression that the lockup was uneven. We tested the lockup and found that it was not quite right, and fixed it by pot leg adjustment. However, the trouble continued unabated even after we had an even lockup. You suggested that we look to tension of spring and see if the back end thereof was extending back of the bushing on the pot lever eyebolt. We found that the front nut was turned back until it touched bushing, also that the spring did not cover back end of the bushing. We then removed the eyebolt and inserted several washers back of the front nut. This caused the spring to extend back of the bushing, and no further squirts have occurred. The machine is a Model 3."

How to Renew Distributor Box Bar Point

A Nebraska publisher writes: "Of all the many parts of the linotype I have run on to but one, I think, that is not drilled or doweled or both, and that is the distributor box bar point. 'The Mechanism of the Linotype' states that this must be located and drilled. How is a fellow to know when it is located? I don't like to run all over town getting the aid of the hardware men and jewelers to do the job. What is the orthodox procedure in replacing this part?"

Answer.—After the distributor box bar is taken out of the box, secure a fine punch or nail set, the face of point of which may be less than one-sixteenth inch. Observe closely each side of box bar adjacent to point and you will see that the bar point is held in place by two pins relatively small in diameter. When these pins are driven out, the bar point then may also be driven out, as it usually fits tight. As the new bar point will not have holes in it for the pins you will find it necessary to locate the bar point in place. This may be done by placing the bar point

in the bar in the same relative position held by old bar point, except that the end of the new bar point should extend about one thirty-second of an inch farther from end of bar than old one. Do not drill holes yet, but instead place the bar in the box and secure it in place on its pins, take a six point thin space and push it through the box in its regular path until it is against the vertical faces of the top rails of the box. By elevating the matrix slightly, using matrix lift, you will be able to observe how much clearance, if any, is present between bar point and matrix. This operation of locating the bar point is to make it possible for the thin matrix to just pass without binding. Repeat trial, using thin space, and when you are satisfied that the bar point is in its correct position you may have the holes drilled in bar point without removing it from bar, then replace pins, first making a further test by running in the thin matrices to see if they separate properly when lifted.

Matrices Damaged by Mold

A Chicago machinist operator writes: "I have read this department of THE INLAND PRINTER, off and on, for a long time and have received some good information. I must disagree with your advice to a Vermont correspondent that he set his assembler narrow to avoid tight lines. I don't think any operator can be blamed for tight lines unless the assembler is set right. I recently operated and took care of a machine in Minnesota which had been badly used by somebody. All the matrices of the most used font had been slightly 'chewed,' even characters seldom used, caps, etc. I ran in a few new matrices and they were 'chewed' the same way and would not slide down the channels. I did not send in a tight line and could not find any misadjustment until I noticed that the mold disk did not advance far enough. It advanced enough to engage the lugs of matrices, but would twist the line a little, and when the pot advanced the lugs of matrices would be slightly sheared. I changed the adjustment of eccentric to make the mold advance closer to line, and that apparently ended the trouble. This is a difficult adjustment to make and I am not sure I made it right. The vise jaws and face of mold of some old machines are dirty or battered, and I don't see any way to make an exact measurement."

Answer.—The trouble described by our correspondent is more or less rare. Under this condition it would not take very much time to render a font of matrices useless. It is quite likely that he discovered the trouble early enough to prevent serious harm. The manner of testing this adjustment and subsequently correcting it may be done as follows: (1) Close vise jaw and draw out on stopping and starting lever; (2) when the first elevator descends to lowest point push back starting and stopping lever; (3) fold a narrow strip of news print paper double and raise the first elevator a trifle with the right hand, insert the strip back of vise jaw and allow it to extend down between left vise jaw and face of the mold; (4) allow first elevator to descend full distance and draw out on the lever, then at just the moment the mold disk advances

on the locking studs, push the lever back; (5) raise the first elevator with the right hand, take hold of the strip of paper and by drawing outward observe if space between the mold and jaw is much greater than the thickness of the paper withdrawn. If the paper is held by the pressure from mold the lockup is too tight. On the other hand if the space is much more than that occupied by the double thickness of news print, then you may safely readjust the eccentric. Allow cams to remain in present position, loosen lock nut (or set screw on older machines). If you desire to move mold closer to jaw, lower the eccentric pin lever. To lessen the distance raise the lever. Be sure that lock nut (or set screw) is tight when you make the test after this change. In order that it will be convenient to make the test you may block up the first elevator to a height of 6 or 8 inches during the operation. To make it easier to loosen lock nut you may remove the ejector slide link. This adjustment can be determined within the approximately correct distance by using the strip of paper as stated.

GRAPHIC ARTS EXPOSITION WILL BE BIG EVENT IN PRINTING INDUSTRY

Rapid strides are being made in the plans for the Graphic Arts Exposition to be held in connection with the second annual convention of the International Association of Printing House Craftsmen at Chicago, July 23 to 30. The general plans provide for the convention sessions to be held in the forenoon of each day, with the afternoon free to visit the exposition and witness the demonstrations and moving pictures and hear the special lectures to be provided by some of the larger exhibitors. The evenings will be given over to entertainment, and Chicago craftsmen, who are backing the convention and exposition, are determined to make a record for themselves in every feature of the week's program. Separate entertainment will be provided for the women visitors who may not care to remain at the convention sessions or at the exposition.

The entire Coliseum has been rented and will be at the disposal of the visitors and exhibitors. This is the largest building of its kind in the city of Chicago, and one of the largest in the world. One notable feature is the fact that the exposition is being managed by the Chicago Club of Printing House Craftsmen without the assistance of outside promoters, and every coöperation will be given to advance the interests of the exhibitors and visitors alike. Of special interest to those who come to view the exhibits will be the information that the exposition will be more than a mere collection of machinery or appliances. The management insists in its contracts that every display be a working exhibit that will prove a means of education to those who visit the exposition.

It was announced at the regular monthly meeting of the Chicago Club held January 18 that over seventy-five per cent of the space was sold, and that at the rate the contracts are being signed there will soon be comparatively little space available. Several officials of the Chicago Club recently made a trip to New York and other points in the East, not for the purpose of selling space in the exposition, but to satisfy themselves that the firms wishing to have exhibitions will make them of the standard insisted upon by those behind the project.

The Graphic Arts Exposition will offer the manufacturer the opportunity of showing what he can do to help his customer, and to the customer it affords the opportunity of learning by first hand contact what the manufacturer has that will help him make money or increase efficiency in his business.

July 23 to 30 is the time set for the big "show," the Coliseum in Chicago is the place, the Chicago Club of Printing House Craftsmen will be the hosts—better mark the dates down now in your calendar and make arrangements to be there. Watch future issues of THE INLAND PRINTER for further developments.

WAGES, PRODUCTION AND UNIONISM—SOME FOOD FOR SERIOUS THOUGHT

BY C. B. SMITH



URING the past month or so there has been a great decline in consumer's demand. This has been reflected in the prices of numerous commodities, principally wool, cotton, rubber and hides. Other raw materials too numerous to mention have been more or less affected. The farmer tells us that considering the high cost of labor this year's crops can not be profitably marketed at present prices. This brings us to the point where we may justly inquire as to when substantial reductions in wages may be contemplated. And unless union officials—and shall we say all those associated with unionism—are giving this matter serious consideration, they are lacking materially in that which we commonly call foresight.

One thing, and only one, can prevent the immediate lowering of wages, and that is the immediate increase in production. The time of grabbing all and giving nothing in return is passing. The time for eight hours' production for eight hours' pay is in sight. Increased production will go a long way to enable the printer and publisher to return to a sound basis. Closer coöperation between employer and employee is absolutely necessary.

Not long ago a platen pressman with no cylinder experience to speak of told me he had just quit his post in a small shop because his demands for cylinder pressman's wages were not met when he was asked to help out temporarily on a pony cylinder. I should have thanked Heaven for the opportunity of gaining this additional knowledge. But this man, saturated with unionism, refused to add to his store of knowledge because he thought his employer would be equally benefited.

Another illustration of just how this attitude affects the individual: An acquaintance who had carried a compositor's card for probably twenty years, most of which time was spent in small job shops where the opportunity to learn was always present, went in business for himself and was considerably embarrassed to learn that he did not know how to replace a few broken needles in a round hole perforator.

Numerous records bring out the fact that on repeat jobs there is shown an increase of 33½ to 50 per cent in the time required.

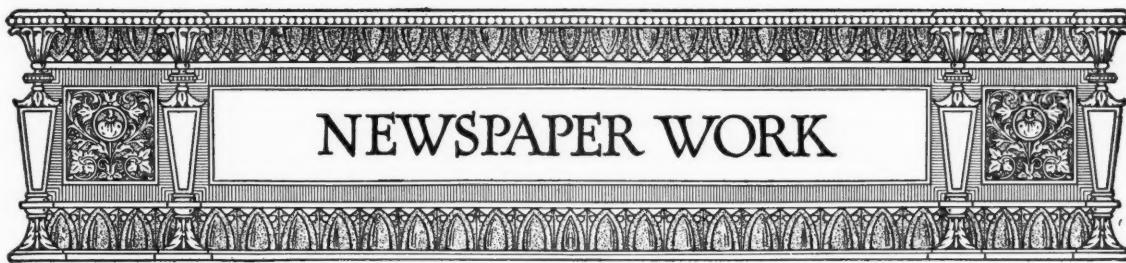
I believe in unionism. That's why I so greatly deplore these conditions. In time it will not only reduce the standard of union employees to a point where they can not compete with those not affiliated with unions, but will destroy the unions entirely. If this condition prevails for a few years any man with any self respect and a desire to advance will be ashamed to affiliate with a union. In the meantime open shops are becoming more popular. Threats can not and will not check the trend. The man who seeks knowledge will always be benefited. The more he seeks, the greater will be his remuneration. Such a man will never be compelled to seek the job and then find it necessary to call upon the union to enable him to hold it. Instead, his services will always be in demand. "He who is willing to give and to take is one of the few happy mortals, for in the tide and ebb of giving and receiving is found that human happiness which he alone can hope to possess."

When, may we ask, is union principle to release the strangle hold on unionism?

FOOLING THE BOSS

CASEY—Ye're a har-*rd* worruker, Dooley. How many hods o' morther have yez carried up that ladther th' day?

DOOLEY—Whist, man, I'm foolin' th' boss. I've carried this same hodful up an' down all day, an' he thinks I'm worrukin'! — *Cleveland Leader*.



BY G. L. CASWELL

Editors and publishers of newspapers, desiring criticism or notice of new features in their papers, rate cards, procuring of subscriptions and advertisements, carrier systems, etc., are requested to send all letters, papers, etc., bearing on these subjects, to The Inland Printer Company, 632 Sherman street, Chicago. Criticisms of newspapers can not be made by mail.

Adequate Rates Good Selling Argument

In the sale of a newspaper plant and business the fact that subscription and advertising rates are up where they should be is worth hundreds, perhaps thousands, of dollars in the consideration. Publishers have, some of them, been timid, some just ordinarily stubborn and foolish, about raising their rates while the times required and made it possible. Now when the slide of values is downward it will neither be so easy nor popular to make the raise, or to maintain it, as it would be had the psychological moment been chosen for the advance. The publisher of a quite good sized daily said recently that the subscription price was still \$4 a year. Asked why the rate was not raised, he said, "We are going to." But there may be a big "if" in front of the proposal now. While his costs are as high as formerly, even higher in the way of print paper, the public can not be drawn to look upon it that way as easily as the same public could when people were paying thirty-two cents a pound for sugar. It will take some "sand" now to raise subscription and advertising prices. And the fellow who has not raised and wants to sell out is the unluckiest man that Santa Claus found on his rounds recently.

It Pays to Be Suspicious

A little more care should be used by newspapers generally in the acceptance of advertising propositions offered them. Usually there is no terrific hurry in the matter, and investigation of new propositions is possible. If you belong to a newspaper association or organization, the proper officials can find whether or not the advertising offered is legitimate and the party placing the business responsible. For instance, a case in point is noted in a Middle Southern State, where an advertiser with a court record for having used the mails to defraud is placing orders for a large advertisement to run in an unlimited number of weekly and daily papers, without asking the price, disregarding the size or character of the papers employed, with no promise of pay for the advertising, and with very evident misleading matter in the advertisements. This advertiser got his matter into hundreds of papers at an average cost of \$33 a paper—at least \$10,000 to be paid in one State—and has to make it all from the sale of a cheap booklet. Can he do it? Can the product he is selling make a profit to insure full settlement? Is the order given the papers a real, bona fide order to run the advertising matter, or a promise to pay for it at all?

The letterhead used in placing this business was what got it across with most of the publishers who took it. The letterhead looked good and sound; it carried weight and allayed suspicion. But occasionally a publisher wrote in to headquarters to find out something about the advertiser and the business advertised. Information received was such that no publisher would handle the business offered, without cash in advance and a bond to protect the readers from fraud. It is in such cases, if in nothing else, that associations, organizations

and central offices of information are worth their cost, and the amount the publishers get stuck on such deals is the cost to them of their negligence in the matter of having and using organizations.

A Remarkable Weekly Paper

Doubtless it will be interesting to most of the readers of THE INLAND PRINTER to know something of the largest regular weekly newspaper in the United States, as the *Bureau County Republican*, at Princeton, Illinois, claims to be. This remarkable paper is owned and published by H. U. Bailey, whose family started the paper seventy-four years ago and handed it down to him as a leading community paper. It has always been a \$2 a year paper, and for several years has had over five thousand circulation. We quote Mr. Bailey's New Year announcement from a sample copy of the paper which has been sent to our desk:

"The *Bureau County Republican* with this issue begins the New Year—the seventy-fourth in its eventful history—with a sworn circulation of 6,500 copies. This exceeds by nearly 1,400 the circulation of any other secular weekly newspaper in the United States.

"During the year 1920, the *Republican* added more than 700 subscribers to its already large list, the biggest gain achieved in any one year since the paper was founded away back in 1847. Nor has the limit been reached. During this week eighteen new subscribers have come in and a goal of 7,000 has been set by the circulation department for which to strive during the year 1921.

"The *Republican* has grown during the last year not only in circulation but in size as well. From a twelve page paper it has been forced by insistent advertisers to expand to nearly double its normal size. This week there are twenty-four pages, consuming nearly a ton and a quarter of white print paper, and since November a year ago, not a single edition has been printed in which there has been less than fourteen pages. The average edition during that period has been from sixteen to eighteen pages."

Papers Now Suffer Lost Opportunity

It is a really sad commentary on the business acumen of newspaper publishers that so many of them were unable to make their publications float along on the turbulent seas of the recent past. We have just noted in the *Kansas City Star* that the "number of newspapers, both daily and weekly, in Missouri has greatly decreased in the last year, due mainly to the high cost of paper and labor. Cameron formerly had two dailies but now has only one. Macon had two dailies but now has one, the other having become a weekly. Hannibal, a city of 18,000, saw one of its two daily papers die. The *Bethany Democrat*, one of the oldest papers in Harrison County, has died in the last month, along with the *Westboro Enterprise*, published at Westboro by D. E. Williams for twenty years, and a number of others that can not be spared."

This does not take into consideration the consolidation of two great dailies at St. Louis, nor the suspension of the oldest daily paper in Kansas City last year. However, as regards the effect of present conditions on the smaller dailies and weeklies: Scanning the list of Missouri newspapers and noting the many weeklies still selling at \$1 and \$1.50 a year, and with small dailies at \$4, makes us think they have been

THE ORTONVILLE INDEPENDENT

Is it not plain, readers, that the careful balancing of the larger news headings on the first page goes a long way toward making the page attractive? An excellent paper, the *Independent*, of Ortonville, Minnesota.

losing a wonderful opportunity to get their business affairs in better shape. Possibly lack of efficient organization and field work in that State has been the cause of this condition, but it reflects on the publishers as business men, not only in Missouri but in other States where like conditions prevail, that they have not protected their interests during the reconstruction time. With business booming and everybody else making money, they doubtless got along fairly well at their old rates because of the volume of business done. But now comes the reaction, the contraction, all the spasms of business stagnation and loss — and these newspapers are the first to suffer because they have not prepared for it. Business men are now complaining at any advertising rate, and some subscribers are going to complain at any subscription rate. Whatever it is, it is too high for them. The low rates of the past two years leave the publishers no chance to concede anything; they have got to get the rates they have been charging or die. That is the fact, bluntly stated, and it is lamentable.

In the foregoing we are not applying the lesson to Missouri newspapers alone, but to those in many other States.

Florida is counting on the invasion of publishers of the National Editorial Association in March. If Florida keeps on offering the inducements already so temptingly displayed, the enterprising boomers down that way will have to annex Cuba in order to take care of the crowd.

Observations

We have received a few copies of the *West High Weekly*, from Minneapolis, Minnesota. This is a real community newspaper, four pages of seven columns each, well headed and made up, featured and edited. A board of editors has charge of the editorial and news pages, and different departments of school and other activities are cared for by students of the West High School, under tutors who have in mind the instruction of these pupils in newswriting, rather than in journalism.

The publisher who cuts the legal rate for official publications, or divides the fee with attorneys, or commissions officials to hand him such business, furnishes the most powerful proof necessary to show a legislature that the legal rate is too high or at least needs not be raised. Usually the legal rate for official publications is actually lower than is charged regular business men who provide more local advertising in a year's time than all the legals amount to.

Editors should guard against a tendency to limit their activities to a few lines of community interest — that is, guard against playing up those organizations and activities

What can be done to make the inside pages of a newspaper attractive is illustrated by this one from the Ortonville (Minn.) *Independent*. Note beauty of pyramid makeup and pleasing effect resulting from general use of one style of type in advertising display.

to which the editor belongs, to the exclusion of others, just as important, to which he does not belong or have a hand in. Some member of the editorial staff of every paper should be placed in touch with every organized or community activity for a fair and reliable report. Do you get this viewpoint? We can see examples every day where mistakes along this line are hurting certain newspapers. The obligations of a newspaper nowadays are as large as the city it is published in, plus the extreme limit of the field it serves.

REVIEW OF NEWSPAPERS AND ADVERTISEMENTS

BY J. L. FRAZIER

Muscooda Enterprise, Muscooda, Wisconsin.—Your special Christmas edition is commendable. Every feature has been quite satisfactorily handled and nothing about it warrants the least fault finding on our part.

The Conway Weekly News, Conway, Arkansas.—The *News* "sizes up" very well indeed alongside other papers of its class. The clean first page would appear more interesting if there were more displayed news headings thereon. Makeup of the other pages is according to the pyramid, hence as good as it could possibly be. Presswork, too, is good, and the advertisements are simply and effectively arranged and displayed.

Pend d'Oreille Review, Sand Point, Idaho.—You may feel proud of the results of your labors on the Christmas edition. Presswork is good and the display and arrangement of advertisements are thoroughly satisfactory. Advertisements would be improved, however, by the use of fewer type faces and type faces of better design. The paper is given an atmosphere in keeping with the season by the use of holly borders and various Christmas cuts.

The Dassel Dispatch, Dassel, Minnesota.—Favorable comment on copies of your excellent paper, heretofore reviewed, applies with equal force to the various copies you have just sent us. The interesting makeup of the first page, the orderly makeup of the inside pages and the effective results of simplicity in arrangement and display, make the *Dispatch* one of the finest of small town papers that we receive.

Aroostook Pioneer, Houlton, Maine.—Presswork is excellent and the first page is pleasing and well balanced. The page would be made to appear more interesting if there were a few more display heads thereon. The advertisements are neatly arranged and well displayed—they are sensible displays in that nothing unusual is attempted in them. This saves time and also results in better advertising, because simple advertising is more effective than involved display and is infinitely easier to read.

Campbell County Record, Gillette, Wyoming.—Our compliments on the exceptionally handsome "Holiday and Industrial Number," which, as the name implies, is an edition devoted to boosting Gillette and the surrounding territory and carried considerable holiday advertising. Possibly the most outstanding good feature is the presswork, which is above the least reproach. Advertising

The Shakopee Tribune, Shakopee, Minnesota.—While the Christmas edition is very good on the whole there are points wherein improvement could be made. Take the display advertisements: The use of rules too freely as cut offs and for making panels in the advertisements, together with the fact that sometimes borders are not used and other times there is not enough white space between borders and type inside, creates a rather confusing effect. The advertisements, however, are quite well displayed in the sense that emphasis is confined to few points, the most important, of course, in them. Presswork is also very good, although a little more ink than necessary was carried.



Campbell County Record

Editorial and Industrial Number
24 Pages

GILLETTE, WYOMING, THURSDAY, DECEMBER 1, 1922

Buy It at Home!

Erection and Finishing of McCarthy Store Completed

Doors of New Home of the "Home of Good Clothes" opened to Public Dec. 6

It is the Home Industries that support our town. It is only because of them that we make our living. They employ the people and pay the salaries that "keep the world from dying." Without them, there would be no money to buy food, clothing, shelter, etc. They are the backbone of the community, no public school teacher—in fact, the work of Gillette is done by them. They are the ones who support us and our surroundings. When you and your family go to buy clothes, buy them at home. You can always get a better price there than anywhere else. We are glad to see that the new store is doing a great business. Let's all help "Buy It at Home."

Building Activities in Gillette the Past Summer and Fall

Over a Half Million Dollars Has Been Expended in Building Material Alone

Gillette Stores Will be Open Evenings for Late Shoppers

WYOMING IN BRIEF

CHRISTMAS DAY IN HOME

THE CHALLENGE OF THE CHRISTMAS TIME

Page from Silver City (N. M.) *Record*, illustrating orderly and pleasing effect secured by placing advertisements in accordance with the pyramid style of makeup, i. e., grouping them in the lower right hand corner of each page. Note also the fact that the general use of one style of display type contributes to the neat appearance of this page.

Clark Pilot-Review, Clark, South Dakota.—The pressman deserves praise for the good results he obtained in printing your special holiday edition. The advertisement compositor "tried too hard," we feel sure, for the advertisements are "choppy" in appearance and lacking in unity because of the use in them of too many styles of type and of too much paneling. On the whole, however, the edition is commendable.

The Ponca City News, Ponca City, Oklahoma.—Yours is a fine paper editorially, and as good as the average, perhaps better, mechanically. This is especially true as regards the handling of the news matter in the makeup and of the general display and arrangement of the advertisements. The type faces used for the display advertising are in many instances of unattractive design. Types radically different in shape and tone, as well as in characteristics of design, are frequently used in the same display, the result of which is an inharmonious effect.

The Ortonville Independent, Ortonville, Minnesota.—Your November 18 issue is a beauty, as is demonstrated by the first page, herewith reproduced. The fact that the first page is reproduced does not mean it is the only good one, or even the best one. Inside pages are neatly arranged in accordance with the pyramid style of makeup and the display is just about ninety-nine per cent in one style of type, New Caslon, one of the very best display types for newspaper work. It is bold enough, without being too bold, and is eminently readable as well as of pleasing design. Just to show that the first page of a newspaper is not the only one that can be made attractive, and to justify our contention that it is a mistake to devote careful attention to the first and allow the other pages to go through with a "lick and a promise," as all too many publishers do, we are showing herewith one of the inside pages of this excellent paper (see preceding page). The *Independent* is one of the finest papers received this month.

Silver City Independent, Silver City, New Mexico.—One of the pleasures of conducting this department is to find the recommendations made by the writer so religiously carried out in many fine newspapers. For several years we have emphasized the importance of the pyramid makeup, the arrangement of the display advertisements on each page in the lower right hand corner, and the general use of one style of display type. An increasing number of papers following these suggestions are constantly being received. Take the page from the *Silver City Independent*, herewith reproduced: What arrangement of the advertisements of this page could be more pleasing or effective than that followed, the pyramid? But good work on this paper does not stop with the placing of advertisements in an orderly manner. The advertisements themselves, as may be seen in our reproduction, are admirably displayed and arranged. Presswork is clean, sharp and uniform, with just the right amount of ink. The paper is ably edited. The first page is clean and well balanced, although there might well be one or two more display news headings thereon.

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composition runs presswork a close race for honors, as does also page makeup. The appearance of the paper is heightened materially by the almost general use of Caslon Bold for display, resulting in neatness and harmony of effect.

HANNA, in Alberta, Canada, has supplied us with one of the best holiday editions received recently. The *Hanna Herald* is uniformly good throughout, in fact the only feature where essential improvement could be made is in the presswork, which is somewhat pale. Advertisements are striking and effective. Although the most satisfactory and pleasing of all plans of placing them on the pages, the pyramid, is not followed, the fact that the advertisements are large and that the reading matter is not badly cut up into little patches, as is often the case when no system is followed in the makeup, produces an effect in the case of the *Herald* that is not at all bad.

The Flagler News, Flagler, Colorado.—The special holiday edition is very good in all respects. Presswork is clean and uniform. The advertisements are forcefully displayed, although the display would gain strength in some instances if the body matter had been set in light face instead of bold face types. It is contrast that gives emphasis—contrast of color in types, as between light and bold face types; contrast afforded by white space; contrast of position; etc. With the thought of contrast constantly in mind you can make your advertisements more forceful and emphatic, therefore attract greater attention.



Page advertisement from the interesting and attractive holiday edition of the Thermopolis (Wyo.) Record, characteristic of all the advertisements in the issue. Practically every advertisement in this paper is displayed in the same series of type, Century, which, by the way, is an excellent face for newspaper advertising.

Thermopolis Record, Thermopolis, Wyoming.—The State of Wyoming seems to have taken the honors away from Minnesota in the collection of papers received for review in this issue. Quite the best of all papers received are from that State, and one of them, the *Thermopolis Record*, carries the best advertising display we have seen in many months. These advertisements, contained in the annual Holiday number, have every quality good advertisements should have: neatness, display effectiveness, legibility, harmony and style. Consider, as examples, the two hereewith reproduced. Excellent use is often made of holiday cuts, thus giving the advertisements a flavor in keeping with the season, which adds to their power to attract attention. But the people who produce the *Record* do not stop with good advertising display; they make the pages up in orderly fashion, secure a large amount of interesting local news, and when the whole is assembled in the forms they print the paper "like a book," as the saying goes. Our sincerest compliments are earned by every one having a hand in the production of this excellent paper. Happily, too, one style of display type, the excellent Century, is quite generally used, thus giving the pages as a whole, as well as the individual advertisements, an effect of harmony and unity that is delightful.

The McAllen Monitor, McAllen, Texas.—Your first page is a beauty; it is also "snappy" and interesting. Presswork, too, is quite satisfactory, although on the issue sent us little too much ink was carried, even though evidence of slurr and smear is slight. Makeup of the inside pages is according to the best of practices, the pyramid, and the advertisements are well arranged and quite forcefully displayed. Faults in the advertisements are the use of too many type faces, both in individual advertisements and in advertisements appearing on the same page. Because of the wide difference in the types, as regards shape, tone and design, inharmonious effects are produced. This ill effect is aided and abetted by the variety of decorative borders often used, frequently the most prominent features about the advertisements. For your paper we would prescribe the consistent use of four point plain rules as borders except on page advertisements, where six point might be used. Heavy rule borders of ten and twelve point thickness are as objectionable as highly decorative borders. A border should blend with the tone of the type and illustration of the advertisement and should not in any case be outstanding if a good appearance for the paper as a whole is desired.

Aberdeen Enterprise, Aberdeen, Maryland.—We think you have done well in your efforts to correct the faulty points, features that we pointed out when we last reviewed your paper. The first page is delightfully clean and interesting. Presswork is good, the inking being uniform and of the right amount. The impression, we believe, is a little weak—or the rollers in use are old and hardened—for the letters do not print as sharply as they should. Advertisements are well arranged and displayed, although some of them are too emphatic and detract somewhat from the others. One or two advertisements should not be allowed to dominate a page, as, then, there will be no incentive for the adver-

tiser to buy page space. The appearance of a paper is most pleasing when the same style of type is used for the display of all advertisements therein. You use a light face, quite similar to Cheltenham, to a larger extent than any other face, and we are sure if you will use it consistently—eliminating the bold faces sometimes used—you will note a further improvement in the paper. We also recommend the use of plain rules as borders for all advertisements.

W. I. Branagan, Emmetsburg, Iowa.—The "\$50,000 Sale" page advertisement for Mulroney & Coonan is forcefully displayed and well arranged. It is treated in just the right manner for an advertisement of this sort—big type, flashy appearance generally and displayed prices. General attractiveness is lessened by the effect of crowding at the top, but if more white appeared between the lines, the lines, or some of them, would have to be smaller. So it goes, "you can't have everything."

West Union Herald, West Union, West Virginia.—The first page is decidedly inviting. Makeup is interesting and well balanced, and there is a large amount of good news matter thereon. The remaining three pages do not "make good" on the strength of the first page, as they are largely filled with "patent," "readers" and rather weak advertising display. Bring the paper as a whole up to the standard of the first page and you'll have something to be proud of, something more we should say. Presswork is very good.

The Flushing Journal, Flushing, New York.—You get far better results from the type of press used—flat bed perfecting—than most users obtain. This and the interesting first page makeup are the outstanding good features in the *Journal*. The advertisements are crowded throughout, and we believe you should suggest to your advertisers that they either use more space or make their copy more brief. Either of those methods of making their advertising better would redound to their own benefit. Crowded, heavily displayed advertising is frightening to the average reader, who likes to see a nice margin of white space around—and considerable white space throughout—an advertising, as white space makes it look easier to read.

Poplar Bluff American, Poplar Bluff, Missouri.—While we recognize to the fullest extent the evidence of capable editing, and the evidence of an advertising man who gets the business, we are frank to state that the mechanical features are not at all consistent. The appearance of the paper is an injustice to the manifest ability of its management from editorial and business offices. Press-

Two more advertisements from the Thermopolis (Wyo.) Record, each occupying a half page, but on different pages in the paper, where their appearance was better because they did not compete with each other as here, and where the effect of so much large type was not as pronounced as it is here.

work is very bad indeed, the distribution of ink being very uneven—very pale and weak in places. Several things may be responsible. The first chance to find the trouble is possibly an examination of the rollers, which may be hard and stiff and lacking in tack. The blanket of the press may be worn, while an adjustment of the inking fountain is urgently required. Some of the type faces in use are antiques and ought not to be used in a paper so excellently managed and edited. There are too many styles of display types in your equipment. With a variety of short fonts there is bound to be a great amount of picking for sorts and resetting of lines because a case is often found a letter or two short of the required number for the line or advertisement under construction. Your business seems to justify, and the high standard of the paper editorially as well as in a business way seems to warrant, a type dress for the display advertising in keeping with the paper otherwise. Determine on a good style of display type, buy it in large weight fonts—in full range of sizes—and discard the helter skelter array of nondescript faces now in use and you will have a better looking paper with the same workmanship as at present.

BOOK REVIEW

This department is designed particularly for the review of technical publications pertaining to the printing industry. The Inland Printer Company will receive and transmit orders for any book or publication. A list of technical books kept in stock will be found in our catalogue, a copy of which will be sent upon request.

"Essential Facts About Paper"

A lot of information is contained in this book of only thirty-eight pages. The author, William Bond Wheelwright, has drawn on his fund of knowledge of the paper business and has brought out a volume which will doubtless prove of real worth to every one interested in paper. The book is written in non-technical language, easily understood by the printer or layman who may have occasion to use or specify paper. A list of chapter headings will give an insight into the character of the reading matter. They are: "Principal Raw Materials," "The Beater Room," "The Machine Room," "Finishing," "The Physics of Paper," "Quality and Testing."

"Essential Facts About Paper," by William Bond Wheelwright. Published by Bradner Smith & Co., Chicago.

"Commercial Engraving and Printing"

Here is a volume which impresses us as being more than a mere book—it is an encyclopedia or dictionary on the subject of engraving and printing. Don't get the idea that it is filled with a lot of "dry as dust" material which is valuable only from a historical point of view, and is of no immediate use. On the other hand, every page is filled with reliable information compiled by the author, and everything is brought down to date. It has been the ambition of the author, Charles W. Hackelman, to make this the most complete and practical reference book ever written on engraving and printing. The book is the result of several years of compiling and exhaustive research work. In a letter to the editor Mr. Hackelman states that the book should be ready for delivery by February 15.

It covers in a thorough, non-technical and comprehensive manner all processes of commercial illustrating, engraving and printing. It also treats on the various subjects that are closely allied to engraving and printing, such as bookbinding, paper, envelopes, mailing lists and postal information, etc., thus including in one volume for easy reference practically every question that may arise on these subjects. While written to fill the special needs of the buyer of printing or engraving, the practical printer or engraver will not go amiss in having the book on his desk, for there is a lot of valuable information that can be put into everyday use by the men in all branches of the graphic arts.

In this review, which must necessarily be brief, it will be possible only to make mention of some of the more important points in this unusual volume. In all there are over eight hundred pages in the book, not including ten inserts. Nearly two thousand illustrations are included with the text, many of them in colors. Aside from being beautiful specimens of printing, they serve to clarify the text matter, and add materially to the value of the work. Each illustration is followed by an explanatory note telling how it is made, and the system of numbering and identifying the many different ideas will enable a person to use the book for reference when in consultation or when corresponding regarding printing or engraving.

The main divisions of the book are as follows: "Copy and Its Preparation," "Relief Processes of Engraving and Printing," "Surface Processes of Engraving and Printing," "Intaglio Processes of Engraving and Printing," and "Miscellaneous." In the last division are covered such subjects as "Printing Inks and Harmony of Colors," "Embossing, Stamping and Cutting Dies," "Music Engraving," "Poster Making," etc. An exceptionally complete index is included, arranged for quick reference.

"Commercial Engraving and Printing," by Charles W. Hackelman. May be secured through the Book Department of The Inland Printer Company.

"Achievement"

Leave it to the Japan Paper Company to produce the unusual in its advertising. That is just what has been accomplished in the book entitled "Achievement," which has to do with awards made at the recent printing exhibition of the American Institute of Graphic Arts. It is interesting to note that of all the specimens of printing shown at the exhibition, a large number were printed wholly or in part on hand made papers supplied by the Japan Paper Company, in some classes as high as fifty-nine per cent. This is remarkable evidence of the influence of hand made paper on the graphic arts. A complete list of examples in which hand made papers were used is a feature of the book. The entire volume has been given special treatment and will be prized by every booklover and admirer of fine printing who is so fortunate as to possess a copy. Considerable credit must go to Redfield-Kendrick-Odell Company, New York city, who printed the book.

"Achievement." Published by Japan Paper Company, 109 East Thirty-first street, New York city.

"Printing Trades Blue Book—Greater New York Edition—1921"

The sixth annual edition of this valuable reference book has recently been issued by the publishers, A. F. Lewis & Co. The general directory section attempts to give the name of every firm in the five boroughs of New York and in the surrounding towns coming in contact with the printing business. In addition, such information is given as the year each firm was established, address, telephone number, personnel, and the line of business. Names of individual members of firms are cross indexed in proper alphabetical order. Other sections of the volume include a Directory of Paper Watermarks and Brands; Directory of Associations, Unions, Clubs, etc., and a Classified Directory, giving the names, addresses, and telephone numbers of firms selling machinery, paper, supplies, and doing special classes of work for the printing and allied trades. A Special Service Department is maintained for any one requiring information not contained in the directory.

"Printing Trades Blue Book—Greater New York Edition—1921." Published by A. F. Lewis & Co., 41 Park Row, New York city, and 608 South Dearborn street, Chicago.

**OLD-TIME PRINTERS OF CHICAGO HONOR
FRANKLIN**

BY OUR REPRESENTATIVE



N keeping with its regular custom, the Old-Time Printers' Association of Chicago gathered on the evening of Saturday, January 15, to celebrate the natal day of the printers' patron saint, Benjamin Franklin, this event commemorating the two hundred and fifteenth anniversary of the birth of Franklin, and the thirty-sixth annual banquet and ball of the association. The immense banquet hall of the Hotel LaSalle was filled to the limit of its capacity, and it was necessary for over one hundred to find accommodation in an adjoining hall where tables were hurriedly prepared for them. One report was that the attendance numbered eleven hundred.

It is to be regretted that a stenographic report was not made of the principal address of the evening, delivered by S. John Duncan-Clark, associate editor of the *Chicago Evening Post*. As the address was delivered without notes a masterpiece is lost to the industry unless Mr. Duncan-Clark can be prevailed upon to have it put in manuscript, but with the heavy demands made upon the time of a busy metropolitan newspaper editor this can hardly be expected. Given the subject "Ben Franklin," Mr. Duncan-Clark smashed precedent by sticking close to his subject, selecting incidents from the life of Franklin and applying them to needs of the present day, holding his audience spellbound while he delivered an address that was an inspiration not only to the printers but to all who were privileged to hear him.

In introducing the speaker of the evening, the toastmaster, Charles L. Estey, referred fittingly to the writings and work of Mr. Duncan-Clark during the war period, thus paying tribute to one who through his daily analysis and interpretations of the varying movements of the conflict gave a wide circle of readers a much keener insight into the situation, and helped largely in maintaining the spirit that led to victory.

The banquet was opened by singing two verses of "America," after which all remained standing during the divine invocation by the Rev. Dr. Herbert W. Prince, rector of the Church of the Epiphany, Chicago.

It was a rather fitting coincidence that, like many of our notable men, both Mr. Duncan-Clark and Dr. Prince learned the printer's trade as boys.

The president of the association, Michael Colbert, delivered a splendid address of welcome in which he briefly reviewed events leading up to the organization of the Old-Time Printers' Association and its history since it was started.

Among those seated at the speakers' table as the distinguished guests of the evening were Mr. and Mrs. Michael Colbert, Mr. and Mrs. Charles L. Estey, S. John Duncan-Clark, Dr. and Mrs. Herbert W. Prince, Mr. and Mrs. W. H. French, Mr. and Mrs. E. F. Hamm, Mr. and Mrs. Thomas S. Quin, Col. and Mrs. Edward T. Miller, F. W. Randolph, Mr. and Mrs. William R. Goodheart, M. H. Madden, Mr. and Mrs. Marion S. Burnett, Mrs. Cameron-Gill, Mr. and Mrs. Theodore Hawkins, Mr. and Mrs. William J. Griffin, Mrs. Clara J. Shepard, daughter of the founder of The Henry O. Shepard Company and The Inland Printer Company, who had as her guest Mrs. Cameron-White, daughter of Andrew C. Cameron, a former editor of this journal and the orator of the first banquet held by the association.

A suitable memento of the occasion, a handsome souvenir program and menu, dedicated to "The Old-Time Printers' Association of Chicago, the members of which have served long and faithfully in the interest of the art of printing," was provided by The Henry O. Shepard Company and The Inland Printer Company. A beautifully blind embossed medallion portrait of Franklin adorned the front cover of the program,

and on the inside pages appeared a portrait of "Benjamin Franklin, Printer-Statesman" and a picture of his birthplace, both reproduced from old prints, also a reprint of the report of the first annual banquet and ball of the Old-Time Printers' Association, copied from THE INLAND PRINTER for February, 1887. This first banquet and ball was held on the evening of January 17, 1887, "one hundred and fifty ladies and gentlemen braving the rigors of one of the coldest nights of the winter and being rewarded therefor by an evening of unalloyed pleasure." In connection with the report was also reprinted the principal address of that memorable occasion, which was delivered by the late Andrew C. Cameron, then editor of this journal, who responded to the toast, "The Old-Time Printer."

It is interesting to note that in opening his address Mr. Cameron spoke, in part, as follows:

Twenty-six years ago tonight, in 1861, I had the honor and pleasure of addressing the printers of Chicago, in commemoration of the natal day of their patron saint; and in looking around this festive board I see the familiar countenances of many then present, in manhood's prime, now on the shady side of life, but whose hearts are as young, and whose devotion to their calling is as genuine as it was before their features had been furrowed by the hand of time, or their hairs had been whitened by the snows of many winters.

The old-time printers of Chicago! What memories cluster round the name; the men who have seen it grow from the comparatively insignificant city of 40,000 inhabitants, to the matchless, undisputed metropolis of the great Northwest; the pride and admiration of the American continent, with its teeming population of three-quarters of a million of souls; who have witnessed an entire transformation in the methods and range of their profession; the respected — ten token per day — "Washington," superseded by the web perfecting, forty thousand impressions per hour machine, producing one hundred and sixty times as much work under the new as under the old appliances, in the same length of time; who have witnessed the services of the old-fashioned rule bender superseded by mechanism which produces, with mathematical precision, results which evoke even the envy of the lithographer.

To the pertinent question, "What are the objects of the 'Old-Time Printers' Association?" I reply they are of a purely social character. It has been expressly organized for the purpose of reviving and renewing the acquaintances of the past, believing that

Friendship above all ties doth bind the heart,
And faith in friendship is the noblest part.

To fraternize as brothers should; to occasionally meet in kindly intercourse; to hold a social reunion at least once a year, when employer and employee alike can meet together upon a common plane, and to indulge, perhaps, in a little self congratulation, and talk of the days of "Auld Lang Syne," when all were willing to loan the last dollar in their possession to a craftsman in distress, and as ready to replace it with another dollar borrowed from one who was as likely to be Also, when life's fitful dream is ended, and the last summons comes which all must obey, to place upon the casket containing the mortal remains of the comrade called, a token of respect, and attend them to their final resting place. Such, in brief, are the objects our association has in view, my friends — objects which I feel assured will commend themselves to the approbation of all now present.

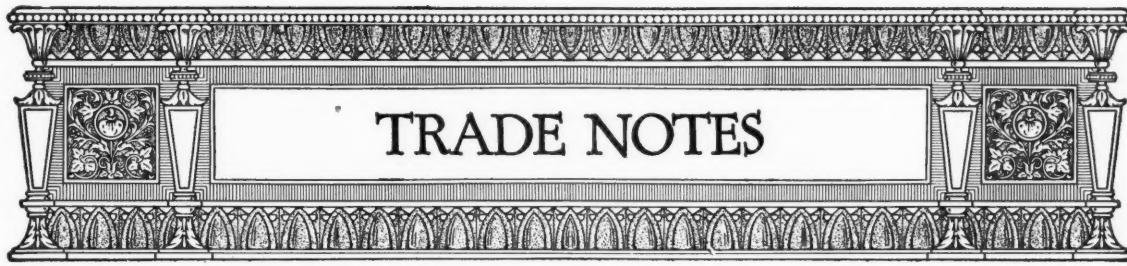
Novel place cards for the speakers' table were furnished through the courtesy of Walter C. Bleloch, Chicago manager of the Mergenthaler Linotype Company, in the form of linotype slugs bearing the names of the distinguished guests cast in a thirty point face on a thirty point body.

A splendid musical program was rendered during the evening by the Grant Orchestra, directed by Mrs. Harlo R. Grant, and a number of the old familiar songs, the songs that never lose their charm, were sung by those present.

Shortly after ten o'clock the banquet hall was cleared for dancing, and a large number of those who enjoy tripping the light fantastic indulged themselves until — well, the writer of this report left to catch his suburban train for home and can not say when. The event was a notable one in the annals of the printing industry of Chicago, and will be long remembered by all who attended.

"WALDEN'S ABC POCKET GUIDE FOR 1921"

This handy little reference volume, which usually makes its appearance early in the year, has recently been issued for 1921. Three distinct lists are contained in the book, as follows: (1) A list of paper distributors, with personnel of each company and kinds of paper of each house; (2) a list of paper mills, with names of officers or owners, and mill information; and (3) a list of manufacturers and converters of paper, classified according to grades made. Published by Walden, Sons & Mott, Inc., 41 Park Row, New York city.



TRADE NOTES

Brief mention of men and events associated with the printing and allied industries will be published under this heading.
Items for this department should be sent before the tenth day of the month.

Of Interest to U. T. A. Members

We have been notified by the national office of the United Typothetae of America that owing to certain revisions in the Standard Cost Finding System, it is now necessary to use a new edition of Form 9-H in preparing a summary of department costs each month. Revised forms have been prepared and are now available to the membership of the organization. Members who have not been supplied should write to the national office, 608 South Dearborn street, Chicago.

Chicago Printers' Supplymen Re-elect Old Officers

The entire roster of officers for the year 1920 was re-elected for 1921 at the regular meeting of the Printers' Supplymen's Club of Chicago, Friday, January 7. This includes the popular secretary of the club, Charles H. Collins, who periodically resigns at the first meeting of each year and is just as periodically re-elected. Other officers are: C. P. Evans, manager Chicago branch, Miller Saw-Trimmer Company, president; I. G. Anderson, C. F. Anderson & Co., vice president; Will S. Menamin, Mergenthaler Linotype Company, treasurer.

A Useful Pamphlet on Engraving

A very useful piece of advertising matter which has recently been mailed to the trade is the "Shading Tint" pamphlet, issued by the Osgood Company, 418 South Market street, Chicago. It is without doubt one of the most comprehensive presentations of the kind ever issued, and the ideas and suggestions should prove of great value to those who are ordering printing plates. The pamphlet shows numerous samples of striking effects made from simple shading tints and screens skilfully employed. It opens new possibilities in the field of illustration, and should be in the hands of those who are interested in platemaking from either a user or a seller standpoint.

Advertising Better Letterheads

"The Influence of the Letterhead" is the title of a booklet recently issued by the Hampshire Paper Company. The dominating characteristic of all advertising of this firm is quality, and the latest publication is no exception. It sets forth in a brief way the business reasons for putting quality into the fabric of the paper on which communications are written, and the text is strengthened by miniature examples of letterheads

on samples of Old Hampshire Bond. Aside from its advertising value the booklet is an excellent specimen of printing which will offer suggestions for improving the printer's product.

Champion Coated Paper Company Opens New Sales Office

The central sales office of the Champion Coated Paper Company has recently been opened and is located in the Ulmer building, Cleveland, Ohio, embracing the territory of the Buffalo, Cleveland, Toledo and Detroit branches. Fred S. Dressell, manager of the Chicago office for the last twelve years, is in charge.

Rapid Roller Company in New Quarters

An announcement has been received by THE INLAND PRINTER bearing the news that the Rapid Roller Company is now located in its new and enlarged quarters at 800-812 West Austin avenue, Chicago. This change was made necessary by the rapid growth of the company, and the new roller plant has been equipped with modern machinery for the manufacture of rollers in all sizes and of the best quality. The firm now has an established trade, and is becoming more and more a factor in the printing industry of Chicago.

Fred W. Clayton Now Sales Manager

Fred W. Clayton, who has been identified with the sales force of the American Printing Ink Company, has recently been appointed sales manager. His many friends in the trade will join in wishing him success in his new position.

New Year's Dance at Howard Paper Mill

The employees of the Howard Paper Company, Urbana, Ohio, together with their families and friends, were the guests of Ward R. Howard, manager of the company, New Year's night, in one of the rooms of the factory. A very enjoyable evening was had by those in attendance who pronounced Mr. Howard a genial host and friend. The incident will no doubt serve to strengthen the pleasant relations existing between the employers and employees at the Howard plant. This affair was such a success that it will likely be followed by others of a similar kind.

Annual Meeting of D. & W. Sales Force

The thirteenth annual meeting of the sales force of the Diem & Wing Paper Company was held at the home office, Cincinnati, Ohio, December 20 to 22, 1920. The sessions were attended by the officials of the company, together with salesmen and branch office managers. A profitable meeting was held, and plans were laid to make 1921 one of the biggest in the history of the firm.

Monotype Opens New Sales Office

To meet the demand for monotypes in the South, the Lanston Monotype Machine Company has opened a new district office at Birmingham, Alabama. G. Walter Lieb has been appointed manager, with Howard S. Stetler as assistant manager.

Edward D. Berry has recently been appointed director of publicity and editor of *Monotype*. Daniel Baker, who was formerly editor of *Monotype*, is now in charge of sales promotion correspondence of the Monotype company.

Folke William Weston

In the passing of Folke William Weston, master mechanic of the F. Wesel Manufacturing Company, a man of unusual mechanical ability has been called away in the prime of life. As an inventor, having several patents to his credit, the Wesel "Final" base is an example of his work. Mr. Weston was forty-four years old, a member of the Presbyterian Church and of the Masonic fraternity. He leaves a widow and three children. Mr. Weston had a large personal acquaintance with men in the printing and allied industries, and the announcement of his death will be received with sincere regret.

Additions to Huber Ink Works

Announcement has been made by J. M. Huber, manufacturer of colors and printing inks, of several additions to the recently enlarged color varnish and ink works at Brooklyn, New York, and the carbon black factory at Dola, West Virginia. These additions include a new carbon factory at Swartz, Louisiana, and black ink works at Bayonne, New Jersey. This expansion has been made necessary in order to insure a continuous supply of Huber products to the many clients of the firm.

Joseph J. Walser

Joseph J. Walser, treasurer of the Goss Printing Press Company, died at Lake Worth, Florida, January 1. He had been in ill health for several months and had recently gone to Florida in hopes of recovery. He was born in Chicago in 1878, and made his home in that city until 1916, when



Joseph J. Walser.

he moved to Ann Arbor, Michigan. After his graduation from the University of Michigan, Mr. Walser entered the employ of the Goss Printing Press Company, his father at that time being president and general manager of the corporation. In 1913 he was made treasurer of the company, and served in that capacity until his death. He is survived by his widow and four daughters, also his mother and a sister.

W. G. Bleyer Heads Journalism Teachers

Prof. Willard G. Bleyer, director of the Course in Journalism of the University of Wisconsin, was elected president of the American Association of Teachers of Journalism at the annual meeting held in St. Louis during the first week in January. Other officers elected were: Prof. H. H. Herbert, University of Oklahoma, vice president; Prof. N. A. Crawford, Kansas Agricultural College, secretary treasurer; Prof. John M. Cooney, of Notre Dame, and Prof. Norman C. Radder, of Indiana University, directors. The next annual meeting of the association will be held at the University of Wisconsin.

New Goes Bond Blanks

A new series of bond blanks, consisting of two designs and an assortment of three colors, has been published recently by the Goes Lithographing Company, Chicago. These new styles are somewhat lower in price than the Goes "Class A" bonds, due to the fact that they are lithographed on paper stock a trifle less expensive than the bond that is used upon the higher priced assortment. In addition to these new bonds

the Goes company has also published a new stock certificate appropriate for those engaged in the shipping, shipbuilding, transportation and other similar industries; also several new styles of bordered blanks that will be found helpful when forms for membership certificates, guaranties, notes, receipts, etc., are required. Samples of all these new Goes printers' helps will gladly be sent upon request to the company.

Babcock Employees Share in Bonus

Employees of the Babcock Printing Press Manufacturing Company, numbering 282, participated in a Christmas bonus distributed at the company's plant in New London, Connecticut. The money paid to the employees was in sums based upon hours saved through intelligent effort and teamwork. The full cash amount distributed was \$4,356.90. According to press notices from New London, the Babcock company is one of the few manufacturing concerns in that section reported able to withstand the present industrial unrest without inconvenience to the company and employees. The outlook for the company is said by the officials to have never been brighter, and it is stated that the largest number of employees in the history of the company are working there now.

Oppose Forty-Four Hour Week

The question of the demand by the various unions in the printing trade for a forty-four hour week after May 1 was the subject of a very animated conference of master printers that was held in Kansas City, Missouri, on January 6.

Representatives from St. Louis, Omaha, St. Joseph, Topeka and other cities, together with prominent printers in Kansas City, met at the offices of the Graphic Arts Association, and as a result the following resolution was unanimously adopted:

WHEREAS, the employing printers here assembled feel that they have a duty toward the public, and that duty is to give them the greatest amount of printing at the least possible cost, and

WHEREAS, there has come before this conference the demand for the reduction of hours for the work week in the printing industry, and

WHEREAS, we employers deem ourselves responsible to act in all matters affecting our industry in the interests of the public as well as in the interests of the employers and employees; and

WHEREAS, it is unanimously believed by this conference that the shortening of hours of work or the cutting down of production is contrary to economic conditions affecting all alike, now

THEREFORE, be it resolved that we, the employing printers in this conference assembled, state unequivocally our disapproval of any reduction in working hours of production and recommend that no contracts be made in any branch of our industry beyond April 30, 1921, the date set for the inauguration of the shorter hour work week, that may tend to shorten the weekly work hours, and that every honorable means be adopted to relieve our industry from the shortening of the hours of work or a reducing of production.

It is proposed to hold another conference not later than the first week in February, at a city to be chosen later.

New York Publishers Move

In order to take care of expansion of business, Barse & Hopkins, book publishers, plan to move from their present quarters in New York city to Newark, New Jersey. The new building will provide twice the amount of floor space and give room for still further expansion. New York sales offices will be maintained at 23 East Twenty-sixth street.

William B. Weaver

The Typo Mercantile Agency has announced the death of one of the members of its staff, William B. Weaver, who for several years has been the district manager for the agency's New England territory, also in charge of the Boston office. His death occurred on December 26, 1920. Mr. Weaver was a graduate of Rochester University, and was a man of intellectual attainments, as well as a competent and efficient expert in all matters relating to commercial credits.

Salesmen of E. P. Lawson Company Visit Seybold Plant

Members of the sales force of E. P. Lawson Company, eastern representatives of the Seybold Machine Company, spent December 28 and 29 as guests of the company in Dayton. The purpose of the visit was to see the new plant in operation, to observe the quantity production of Seybold products and to discuss sales and service plans for 1921. In addition to the business discussions, entertainment was provided for the salesmen, and upon their return to New



Salesmen of E. P. Lawson Company at Factory of Seybold Machine Company.

York they wired the company of their confidence in 1921 business and their determination to add their efforts to increase the popularity of Seybold tools.

Camden (N. J.) "Courier" in New Home

The Camden Daily Courier, Camden, New Jersey, one of the strongest newspapers in its territory, has recently moved into a new home adjoining the old Courier building, which will be used for office purposes in the future. The business office is on the first floor and will be furnished in mahog-

any. The editorial department is on the second floor of the old building, adjoining the composing room, while the third floor will be given over to lunch and rest rooms for the employees. All departments are equipped with the latest machinery and appliances for producing a newspaper of the high reputation enjoyed by the *Courier*. J. David Stern, a former Illinois newspaper man, is the editor and publisher, and Walter L. Tushingham, president of the New Jersey State Press Association, is business manager.

"Why the Duro Overlay Process"

Printers and pressmen will be interested in a recent booklet entitled "Why the Duro Overlay Process," issued by the Duro Overlay Process, Milwaukee, Wisconsin. The process is described in detail in a few pages, and is an instructive piece of advertising literature. A request by any reader of THE INLAND PRINTER for a copy will have the prompt attention of the manufacturers of the process.

Ludlow Sales Convention

The annual sales convention of the Ludlow Typograph Company was held in Chicago, December 26 to 29, inclusive. The sessions were attended by the company's installation and sales forces in the United States. An interesting feature of the program was a trip of inspection through the

Herbert Takes Over "National Printer-Journalist"

Friends of Benjamin S. Herbert will be pleased to learn that he has recently acquired the ownership of the *National*

coming to THE INLAND PRINTER. The Leslie D. Hoff Manufacturing Company, now at 15 May street, Newark, New Jersey, although a comparatively young firm in the business world, is forging to the front as a leader in its line. By the use of the Hoff



Annual Dinner Dance of the Girls' Entertainment Club of the Porte Publishing Company, Salt Lake City, Utah, December 17.

Printer-Journalist, and will hereafter devote all his time to that publication. He has sold his interest in the *Ravenswood Citizen*, so that he will be able to carry on the work established by his father, and later controlled by him, with his brother, William E. Herbert, who died in 1920. Mr.

device it is possible for the pressman to perforate or slit the sheet while it is being held by the grippers, insuring an accurate job of perforating or slitting. The attachment becomes a part of the press, and is not in the form, hence the rollers are saved and the packing is not cut as is the case when perforating and cutting rules are run in the form. Printers who have been bothered with troubles of this kind will do well to write to the company at the address given in this notice.

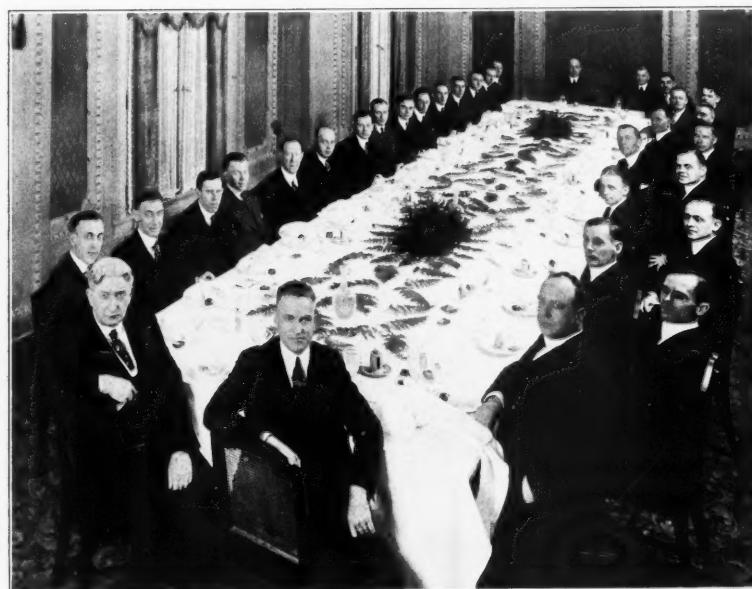
Porte Employees in Holiday Frolic

The annual dinner dance of the Girls' Entertainment Club, employees of the Porte Publishing Company, Salt Lake City, Utah, was held Friday, December 17. We show on this page a reproduction of the photograph of the employees, together with their invited guests. Many of our readers will recognize Mr. Porte at the extreme right of the picture; Mrs. Porte is the fifth woman from the right in the front row. The Porte organization has grown from a couple of assistants to the present corps of associates shown in these columns.

Press Congress to Meet in Honolulu

The Press Congress of the World, which was announced some time ago to meet at Sydney, Australia, will meet in Honolulu, Hawaii, October 4 to 14, according to the official announcement received by THE INLAND PRINTER. The announcement follows the acceptance by the executive committee of the congress of an invitation extended by the officials and various commercial organizations of Hawaii. In addition, an invitation has been extended by the Philippine government for a special excursion to the Philippine Islands following the Honolulu sessions. Under arrangements being completed delegates are to receive special concessions in steamship and hotel rates.

Representative journalists from forty countries are now members of the Press



Annual Dinner Following Sales Convention of the Ludlow Typograph Company, Chicago, December 26 to 29.

Ludlow factory. The Ludlow company reports that it has just completed the most successful year in the history of the organization, the production and sales of display type equipment having surpassed all records of former years. The Elrod caster for leads, slugs and rules is now manufactured and sold by the Ludlow company. Both the Elrod and Ludlow machines have recently been introduced in Canada where they are meeting with favor among the Dominion printers.

Herbert is prominent in civic and publication affairs, and a member of various social and business organizations. We prophesy continued success for him and the *National Printer-Journalist*.

Hoff Slitter and Perforator Growing in Favor

The Hoff Combination Slitter and Perforator, which was recently introduced to the trade, is meeting with favor among printers and pressmen, according to reports

February, 1921

Congress. Workers in every department of journalism are eligible, and election to membership is by the executive committee of the congress. Walter Williams, dean of the School of Journalism of the University of Missouri, is president, and the secretary is A. R. Ford, proprietor of the *London Free*



Annual Dinner Tendered the Branch Managers and Salesmen of the Miller Saw-Trimmer Company, Pittsburgh, Pennsylvania, December 28.

Press, London, Canada. Monthly bulletins of the congress will be issued from the office of the president and may be had on request by any one interested.

Third Annual Miller Saw-Trimmer Salesmen's Convention

The third annual salesmen's convention of the Miller Saw-Trimmer Company was held at the main office and factory, Pittsburgh, Pennsylvania, December 27, 28 and 29, 1920. This was attended by all the branch managers and salesmen of the company. The convention sessions were presided over by Frank V. Barhydt, general sales manager. Reports which have reached THE INLAND PRINTER state that this was one of the most instructive and enthusiastic sales conventions ever conducted by the Miller company.

It will be interesting to the trade to know that the Miller Saw-Trimmer Company has recently issued a new catalogue describing in detail the Miller saw-trimmer, as well as the special purpose saw-trimmer, and the bench saw-trimmer. This is one of the most comprehensive pieces of advertising literature issued by a printers' supply house, and those of our readers who are not supplied should write at once to the nearest branch office for a copy.

Nebraska Daily Coming to the Front

The Fremont (Neb.) *Evening Tribune* has been making some rapid strides in a city of 10,000, and now has an equipment seldom found in a city of its size. The former equipment was outgrown during the war, and in May, 1920, a change was made to full day leased wire news service, two slug casting machines were added to the three already in the plant, and just recently a perfecting press was installed to replace the old flat bed press. It is now possible to issue a newspaper of from eight to sixteen pages of eight columns to the page.

Jaenecke-Ault Company Wins Court Decisions

Frederick Dunham, a former employee of the Jaenecke-Ault Company, who recently incorporated in Illinois as "Jaenicke-Dunham Printing Ink Company," has in

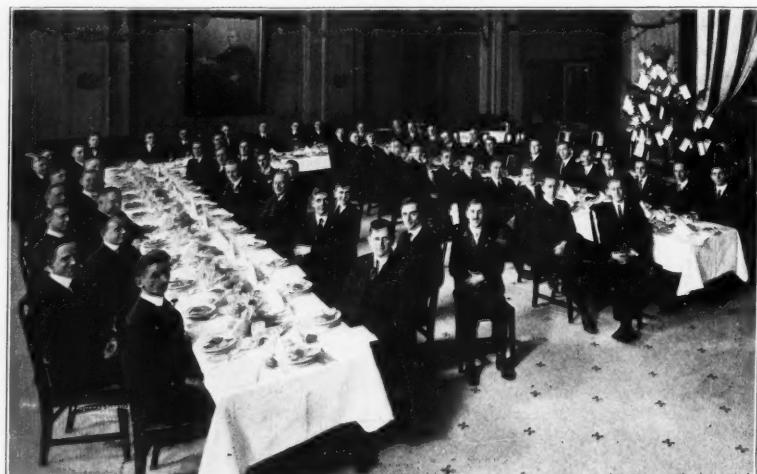
was attacked by the Ault & Wiborg Company for using the name "Surprise Black," and was forced to take steps in defense of its action, which has now been sustained by the courts.

Annual Dinner of Franklin Printing Company

The annual dinner of the Franklin Printing Company, of Philadelphia, was held December 16. Company officials, department heads and the entire office force, including the staff of the company's New York office, attended. At the end of the entertainment following the dinner there was an unusual surprise. The lights were suddenly turned off, and in the doorway of the room appeared a realistic representation of the company's founder, Benjamin Franklin. The credit for the impressiveness of the scene goes to the impersonator, Fred G. Obeck, a moving picture actor, who bears a striking resemblance to the great printer statesman. Charles T. Brown, president, reviewed the development of the company since Franklin's time, emphasizing the important part that loyal support and co-operation had played in its 193 years of continuous operation as a printing concern in Philadelphia.

First Annual Dinner of Bundscho Organization

On Wednesday, December 22, J. M. Bundscho, Advertising Typographer, of Chicago, gave a dinner to his organization, and it is planned to make this an annual affair. In addition to some outside talent, members of the organization furnished the entertainment. Mr. Bundscho gave a little talk to the men, in which he recounted the found-



The "Bundscho Bunch" at First Annual Banquet, December 22.

an appeal of the Ault & Wiborg Company, from a decision by the Commissioner of Patents and which established the claim of the Jaenecke-Ault Company to originating and first using the word "Surprise" in connection with printing inks, and cancels the registration by the Ault & Wiborg Company of "Surprise" as a trade mark for printing ink. The Jaenecke-Ault Company

ing of the institution which bears his name, and told of the early struggles of the firm and later history which has brought the Bundscho organization to a position of leadership in its field. As a fitting conclusion to the evening, bonus checks were distributed by the superintendent of the Bundscho plant, who was costumed as Santa Claus. This gave added enjoyment to the evening.

THE INLAND PRINTER

HARRY HILLMAN, EDITOR.

Published monthly by

THE INLAND PRINTER COMPANY

632 SHERMAN STREET, CHICAGO, U. S. A.

NEW YORK ADVERTISING OFFICE, 41 PARK ROW.

ADDRESS ALL COMMUNICATIONS TO THE INLAND PRINTER COMPANY,
632 SHERMAN STREET, CHICAGO.

VOL. 66.

FEBRUARY, 1921.

No. 5

THE INLAND PRINTER is issued promptly on the first of each month. It aims to furnish the latest and most authoritative information on all matters relating to the printing trades and allied industries. Contributions are solicited and prompt remittance made for all acceptable matter.

Members of Audit Bureau of Circulations; Associated Business Papers, Inc.; National Editorial Association; Graphic Arts Association Departmental of the Associated Advertising Clubs of the World; New York Master Printers' Association; Printers' Supplymen's Club of Chicago; Chicago Association of Commerce.

SUBSCRIPTION RATES

One year, \$4.00; six months, \$2.00; payable always in advance. Sample copies, 40 cents; none free.

SUBSCRIPTIONS may be sent by express, draft, money order or registered letter. Make all remittances payable to The Inland Printer Company.

When Subscriptions Expire.—The magazine is discontinued unless a renewal is received previous to the publication of the following issue. Subscribers will avoid any delay in the receipt of the first copy of their renewal by remitting promptly.

Foreign Subscriptions.—To Canada, postage prepaid, four dollars and fifty cents; to all other countries within the postal union, postage prepaid, five dollars per annum in advance. Make foreign money orders payable to The Inland Printer Company. No foreign postage stamps accepted.

IMPORTANT.—Foreign money orders received in the United States do not bear the name of the sender. Foreign subscribers should be careful to send letters of advice at same time remittance is sent, to insure proper credit.

Single copies may be obtained from all news dealers and typefounders throughout the United States and Canada, and subscriptions may be made through the same agencies.

Patrons will confer a favor by sending us the names of responsible news dealers who do not keep it on sale.

ADVERTISING RATES

Furnished on application. The value of **THE INLAND PRINTER** as an advertising medium is unquestioned. The character of the advertisements now in its columns, and the number of them, tell the whole story. Circulation considered, it is the cheapest trade journal in the United States to advertise in. Advertisements, to secure insertion in the issue of any month, should reach this office not later than the fifteenth of the month preceding.

In order to protect the interests of purchasers, advertisers of novelties, advertising devices, and all cash-with-order goods, are required to satisfy the management of this journal of their intention to fulfil honestly the offers in their advertisements, and to that end samples of the thing or things advertised must accompany the application for advertising space.

THE INLAND PRINTER reserves the right to reject any advertisement for cause.

FOREIGN AGENTS

JOHN HADDON & Co., Bouvierie House, Salisbury square, Fleet street, London, E. C., England.

RAITHBY, LAWRENCE & Co. (Limited), De Montfort Press, Leicester, England.
RAITHBY, LAWRENCE & Co. (Limited), Thanet House, 231 Strand, London, W. C., England.

PENROSE & Co., 109 Farringdon Road, London, E. C., England.

WM. DAWSON & SONS, Cannon House, Breams buildings, London, E. C., England.

ALEX. COWAN & SONS (Limited), General Agents, Melbourne, Sydney and Adelaide, Australia.

ALEX. COWAN & SONS (Limited), Wellington, New Zealand.

F. T. WIMBLE & Co., 87 Clarence street, Sydney, N. S. W.

H. CALMELS, 150 Boulevard du Montparnasse, Paris, France.

JOHN DICKINSON & Co. (Limited), Cape Town, Durban and Johannesburg, South Africa.

A. OUDSHOORN, 23 Avenue de Gravelle, Charenton, France.

WANT ADVERTISEMENTS

Prices for this department: Under heading "Situations Wanted," 35 cents per line; minimum 70 cents; three lines for \$1.00. Under all other headings, price is 50 cents per line; minimum, \$1.00. Count ten words to the line. Address to be counted. Price the same whether one or more insertions are taken. **Cash must accompany order.** The insertion of ads. received in Chicago later than the fifteenth of the month preceding publication not guaranteed. We can not send copies of **THE INLAND PRINTER** **Free** to classified advertisers. Remit 40 cents additional if copy is desired.

BUSINESS OPPORTUNITIES

OWNER of small printing office in a live and growing southern city (population 90,000) will sell one-half interest; the equipment consists of first class two-revolution cylinder, 13 by 19 Universal, 9 by 13 Gordon and Model, paper cutter, wire stitcher, etc., and plenty of type; has no indebtedness; established several years; fine climate. B. F. ADAMS, 1613 Hart av., Detroit, Mich.

FOR SALE—Printing plant located outside Chicago loop; annual business over \$100,000; present owner has other interests which demand his entire time; will dispose of this plant on easy terms to responsible parties. This is an exceptional opportunity to secure a profitable going business. F 290.

WANTED—One live hustling printer in each locality to handle our line of sales and order books, duplicate and triplicate, carbon sheet or carbonized; large demand; liberal commission. **THE WIRTH SALESBOOK CO.**, Chicago.

FOR SALE—Good established job printing office in Indiana county seat; price, \$3,500. F 224.

FOR SALE

FOR SALE—42 and 51 inch Kohlbach bronzers for heavy cardboard or other light work; large stock cylinder presses, job presses, proof presses, paper cutters, stitchers, punches, folders and miscellaneous printing and binding machinery; Miehle presses in sizes 25 by 30, 39 by 53, 45 by 62; Correll presses 42 by 60, 43 by 62 and 50 by 74; 29 by 42 Scott, 23 by 28 and 29 by 41 Campbell; 14 by 22 late style 6-C Thomson press; 14 by 22 Galley and Colts presses; 15 by 21 Golding art jobber; two small stamping presses; 19 by 25 Brown circular and job folder; new and used Chandler & Price presses in stock; new Lee press set up for demonstration. Tell us your wants and the machinery you have for sale. See us for new and complete second-hand printing plants. **WANNER MACHINERY CO.**, 716 S. Dearborn st., Chicago.

FOR SALE—One Straight Kidder rotary press, size 28 by 20 inches, printing one color on each side of the web, press equipped to deliver product either flat or folded, speed 8,000 to 10,000 revolutions per hour, machine in perfect condition, has never been used, possession at once; also one Kidder 30 by 30 inch rotary press, printing two colors on the face and one color on the reverse side of the web; one one-color and one two-color 6 by 6 inch New Era press; three Kidder two-color 12 by 18 inch roll feed bed and platen presses; one Kidder latest improved 30 by 20 inch one-color roll product wrapping paper press, good as new, immediate delivery, bargain price. **GIBBS-BROWER CO.**, 261 Broadway, New York city. Telephone: Barclay 8020.

NEWSPAPER PRESS, stereotype equipment and motors for sale at a bargain; forty-page right angle R. Hoe press in good condition, equipped with Kohler system control, 50 and 7½ h. p. D. C. motors; stereotype outfit consisting of 2 steam tables with gas generator; one matrix rolling machine, 3-ton metal pot, pump, gas burners, and casting box, plate shaver, tail cutter and semi auto plate; 18 D. C. linotype motors with gears, also a number of various type D. C. motors from ½ to 15 H. P.; prices low. **THE HARTFORD TIMES**, Hartford, Conn., care Business Manager or Mechanical Superintendent.

HUMANA FEEDER and New Series Chandler & Price press, 12 by 18, at a sacrifice to make room for cylinder; now in use and in perfect condition; has not had enough use to mar original set of rollers; samples of its work on request; prefer to sell entire outfit together, but will sell separate units if practicable; price on application. Unless you can pay cash, do not write. **THE TIMES PRINTER**, St. Francisville, Ill.

FOR SALE—Two American multigraph printers with inking attachment and automatic feed complete with motor and stand; thoroughly overhauled and in first-class condition; price, \$350 each. F 286, care Inland Printer, 41 Park Row, New York city.

FOR SALE—One Dexter re-loading pile feeder attached to 2 / 0 Miehle, takes sheets 17 by 22 to 43 by 56; equipment too large for our needs; have sold the press, now wish to sell feeder; good as new and a bargain to one who can use it. F 296.

FOR SALE—One 26-inch Golding power cutter with two blades, individual drive complete with one H. P. single-phase A. C. motor; overhauled and in A-1 condition. F 287, care Inland Printer, 41 Park Row, New York city.

FOR SALE—Miller Saw-trimmer; saws and trims cuts, slugs, brass rule; sell for \$275; cost \$475 with attachments; \$200 cash, balance on terms; firms consolidated. **WYATT**, 202 W. 20th st., New York.

FOR SALE—Caps Brothers combination flat and curved router for Potter plates; machine in first-class condition; can be bought cheap as we have no use for it. **JOURNAL-PRESS CO.**, St. Cloud, Minn.

Megill's Patent

SPRING TONGUE GAUGE PINS



QUICK ON

Send for booklet this and other styles.

MEGILL'S PATENT
Automatic Register Gauge

automatically sets sheets to perfect register. Applies instantly to any make of popular job press. No fitting. Great in efficiency. Method of attaching does not interfere with raising tympan.

E. L. MEGILL, Pat. and Mfr.
60 Duane Street
From us or your dealer. Free booklets.

Megill's Patent
DOUBLE-GRIP GAUGES



VISE GRIP

Send for booklet this and other styles.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

FOR SALE — Two Sheridan No. 5 embossing presses, arranged for motor drive; one never used, the other erected and used about a dozen times. For details and prices, address F 279.

BOOKBINDERS' MACHINERY — New Model National book sewing machines, also rebuilt machines. Write for particulars. JOSEPH E. SMYTH CO., 638 Federal st., Chicago.

METAL CARD HOLDERS for marking type cases, electro cabinets, stock bins and shelves. Send for samples and prices. HADDON BIN LABEL CO., Haddon Heights, N. J.

FOR SALE — 3 h. p. D. C. motor and controller, American folder, 10-inch roller proof press, 10 by 15 Colts press, 29 by 42 Optimus cylinder press. F 255.

MONOTYPE MATRICES for sale: 4 fonts Copperplate Gothic, 6 point No. 168-J; good as new. THE PIERCE PRINTING CO., Fargo, N. D.

FOR SALE — 50 by 74 C. B. Cottrell & Sons fine press, has both deliveries. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

HUMANA FEEDER FOR SALE — Size 12 by 18, first-class condition. THE GOODWYN PRINTING CO., Saginaw, W. S., Mich.

PRINTING PRESS, 45 by 62 two revolutions; price, \$1,000. BOX 157, Xenia, Ohio.

HELP WANTED

Bindery

WANTED — Two first-class paper rulers; no labor troubles. Write BENNETT PRINTING COMPANY, Paris, Texas.

WANTED — First-class ruler who can also forward and finish. F 133.

Composing Room

PRINTER, STONEMAN, for high-grade black and color work; a real opportunity for a man who can follow work through and give final O. K.; must be familiar with the use of patent registering devices; modern plant in Middle Western city; state experience and salary in first letter. F 281.

WANTED — Experienced linotype operators who are capable of producing the ems and a clean proof; high wages to competent operators; new equipment just received. Write or wire at once. THE OTTERBEIN PRESS, 230 W. Fifth st., Dayton, Ohio.

FIRST-CLASS JOB COMPOSITOR and stoneman as foreman of an up-to-date small printing office; to a first-class man this is an exceptional opportunity; also a cylinder pressman. MONTHLY RECORD PUB. CO., 7238 Kelly st., Pittsburgh, Pa.

WANTED — Book and job printing compositor; must be practical man; plant located in Pittsburgh, Pa., district; congenial surroundings. Apply, stating experience and wages desired, to F 298.

WANTED — Job linotype operator to handle commercial job composition; union; none but reliable parties need apply; good town and good wages; western Pennsylvania. F 299.

Managers and Superintendents

HELP WANTED — Manager: high-class man for plant doing high-grade work, about \$75,000, 1920; must have pleasing address, be accurate estimator, competent salesman and good executive. High-class linotype operator on commercial, job and catalogue work. Combination ruler, forwarder, finisher for small bindery; must be competent in all departments. All positions open for immediate acceptance and are permanent to right man. Apply, stating age, experience and salary desired, QUEEN CITY PRINTING COMPANY, Charlotte, N. C.

WANTED — Assistant foreman in a printing plant employing 20 people, situated in Pittsburgh, Pa., district; must be practical man and able to control help. Apply, stating experience and references, also wages desired, to F 300.

Office

WANTED — Young man to handle bookkeeping and cost system in medium-sized plant; also handle intelligently job records and time. Write or wire to WINSTON PRINTING CO., Winston-Salem, N. C.

Salesmen

SALESMAN WANTED — To sell strictly high-grade printing and direct advertising; must be aggressive and experienced in actually closing business; right man can make fine connection with strong Chicago house. F 293.

SALESMEN SELLING PRINTING to sell gummed labels for package addressing as a side-line; 20 per cent commission. McCOURT LABEL CABINET CO., Bradford, Pa.

PROCESS WORK

— and
Electrotyping

The Journal for all up-to-date Process Workers

All matters of current interest to Process Workers and Electrotypers are dealt with month by month, and both British and Foreign ideas as to theory and practice are intelligently and comprehensively dealt with. Special columns devoted to Questions and Answers, for which awards are given. It is also the official organ of the Penrose Employment Bureau.

PER ANNUM, \$0.72, Post-free. Specimen Copy, Post-free, \$0.08.

Specimen copies can also be obtained from The Inland Printer Company upon request.

A limited space is available for approved advertisements; for scale of charges apply to the Publishers.

Published by A. W. PENROSE & Co., Ltd., 109 Farringdon Road, LONDON, E.C.

INSTRUCTION

PROOFREADING — Special short mail course fully equips you for the proof-room; good positions with large presses; certificate issued. **SPECIAL LOW RATE TO COMPOSITORS.** Write today for full information. PUBLISHERS SCHOOL OF PROOFREADING, 692 Foster bldg., Madison, corner 40th, New York.

LINOTYPE INSTRUCTION — Fifteen Mergenthaler Linotypes; established fifteen years; more than 1,000 have attended. Call, write for particulars. EMPIRE SCHOOL, 133 E. 16th st., New York.

MISCELLANEOUS

PRINTERS SAVE CLOTHING and money by buying durable home-made aprons with special pockets; lengths: 27-inch, \$1.15; 36-inch, \$1.35, post paid. Our aprons make friends; order now. HOME-MADE APRON CO., D. 13, Carpentersville, Ill.

ALL KINDS of heads for all makes of machines. W. M. ADAMS, 260 Wall st., Benton Harbor, Mich.

SITUATIONS WANTED

Bindery

BINDERY FOREMAN with long, thorough business experience, commanding all branches, good executive ability, first-class mechanic including machinery, wants position anywhere in the United States. F 228.

FIRST-CLASS PAPER CUTTER and stockman, strictly reliable, wants position with good printing house. F 301.

Circulation Manager

WANTED by experienced circulation man, a circulation management position; best of references; nearly 20 years' newspaper experience; age, 39; 13 years' experience in circulation work; at present city circulation manager of one of the largest dailies in Middle West. F 283.

Composing Room

FOREMAN by man with exceptional typographical taste on fine catalogue, agency ads, and general printing; experience of 10 years in New York city and 10 years in surrounding cities; understand all the best methods of working, also machinery; must be desk job with few office calls or telephone, and in New York city or vicinity. Believe system at fault instead of men in most shops. PAUL JONES, 887 S. 16th st., Newark, N. J.

SWIFT MAKE-UP, general utility man, age 35, capable executive in job or newspaper office, wants permanent location March 1; lifetime experience, best habits; married, 4 children, 3 school age; never had to work for scales in 15 years; one year in late war; prefer to locate with newspaper or publishing house who know when a man can produce twice easily what other men do and will pay somewhere in proportion. F 297.

THOROUGHLY COMPETENT JOB COMPOSITOR and stoneman wants permanent position; capable of taking charge of medium-sized composing room; will work in either capacity, but consider permanent position only; married; union. F 292.

Managers and Superintendents

SUPERINTENDENT — Do you want a man capable of becoming a beneficial force in your business? Am 35 years old, have had several years' experience on intensive production with some of the best plants doing bank-note, high-grade booklet, process color work, etc.; am qualified for position of important responsibility; can produce the goods for progressive concern desiring executive with proven ability. F 288.

COMPOSING ROOM FOREMAN — Practical printer with 18 years' experience in organizing and systematizing that department to a high point of efficiency with excellent results; an artist in laying out and designing typographically the best class of work; a natural leader and teacher of mediocre talent; conscientious and keen on producing results; A-1 references; age, 35; union. F 289.

LAYOUT AND ESTIMATING — Will consider offer from Southern or Southwestern State; thorough mechanical experience and could superintend where there is only pamphlet binding; understand cost system; Florida preferred. F 284.

MANAGER-SUPERINTENDENT — Experienced, capable man, all-around, loyal executive, desires position with medium-size or private plant; unusual qualifications. F 280.

MILLER PRESSMAN — A No. 1; take charge; quality, production, color work. HAROLD JOHNSON, 635 N. 13th st., Philadelphia, Pa.

Pressroom

PRACTICAL PRESSMAN, capable of taking charge of pressroom, both cylinders and jobbers, can handle color, catalogue and commercial work, wet and dry colors; desirous of making a change. F 282.

HARRIS PRESSMAN — First-class, quality, production; two-color, S-1, S-4, T-c models. HAROLD JOHNSON, 635 N. 13th st., Philadelphia, Pa.

COTTRELL WEB PRESSMAN, now employed, wants to correspond with some firm that can offer a steady job; union. F 294.

WANTED TO PURCHASE

WANTED — Secondhand Kidder or New Era roll feed bed and platen presses of any size or type, with or without special attachments; also Kidder one or two color roll product rotary wrapping paper presses. GIBBS-BROWER CO., 261 Broadway, New York city. Tel., Barclay 8020.

WANTED — Two-revolution pony cylinder, any size; also round hole perforator, foot power; must be cheap. BUCKEYE PRINTING & NOVELTY CO., Cleveland, Ohio.

WANTED — Miehle presses in 29 by 41, 33 by 46, 43 by 56 and 46 by 65 sizes; for cash. WANNER MACHINERY CO., 716 S. Dearborn st., Chicago.

WANTED TO PURCHASE Miehle presses, all sizes. ADZIT PRINTERS SUPPLY CO., 232-240 Lyon st., N. W., Grand Rapids, Mich.

WANTED — Chandler & Price, 10 by 15 or 12 by 18, in good condition and at reasonable price. S. E. CASSINO CO., Salem, Mass.

WANTED TO BUY — A good secondhand litho offset press; small or medium size. NEWS PUBLISHING CO., Wheeling, W. Va.

WANTED — Miehle press, pony size, late model only; perfect condition. Give serial number and full particulars. F 291.

WANTED FOR CASH, Harris two-color automatic presses, 15 by 18. M. M. ROTHSCHILD, Inc., 712 Federal st., Chicago.

WANTED TO PURCHASE — Secondhand Victoria job press in good condition; small size preferred. F 285.

WANTED — Meisel rotary sales book press; state full particulars and lowest price. F 117.

WANTED — Drum cylinder to take 30 by 44 sheet; must be cheap. F 295.

BUSINESS DIRECTORY**Advertising Service**

DIRECT-MAIL ADVERTISING not only increases a printer's business, but shows your customers how they can increase theirs by using good printing. Series of twelve blotters or envelope stuffers, \$15. HOWARD HANNEGAN, Advertising Service, 2003 East Eleventh street, McKeesport, Pa.

Bookbinders' Machinery

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city. Large stock on hand.

Brass Dies for Stamping and Embossing

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city.

Brass Type Founders

HOFFMANN TYPE & ENGRAVING CO., 73 Fourth av., New York city. Large stock.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Calendar Pads

THE SULLIVAN PRINTING WORKS COMPANY, 1062 Gilbert av., Cincinnati, Ohio, makes calendar pads for 1921; now ready for shipment; the best and cheapest on the market; all pads guaranteed perfect; write for sample books and prices.

Carbon Black

CABOT, GODFREY L.— See advertisement.

Chase Manufacturers

BARNHART BROTHERS & SPINDLER — Electric welded silver gloss steel chases, guaranteed forever. See Typefounders.

Counting Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Cylinder Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

Demagnetizers and Ink Dryers

UTILITY HEATER CO., 239 Centre st., New York. Safety gas heaters, with automatic cut-offs, for all styles of presses. "Be a hot printer."

Electrotypes' and Stereotypes' Machinery

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.

Embossing Composition

STEWART'S EMBOSSED BOARD — Easy to use, hardens like iron; 6 by 9 inches, 12 for \$1.25, postpaid. THE INLAND PRINTER COMPANY, Chicago.

Engraved Letterheads

QUALITY WORK from steel engraved plates and dies. Specimens on request. DEAL & BROWN, 29 N. Water st., Rochester, N. Y.

Engraving Methods

ANYBODY CAN MAKE CUTS on ordinary sheet zinc at trifling cost with my simple transferring and etching process; skill and drawing ability not required; price of process, \$1; particulars and specimens for 2-cent stamp. THOS. M. DAY, Box 1, Windfall, Ind.

LINE CUTS cast in stereotype metal directly from drawings made on Kalkotype Board; no routing of open spaces. Send postage for specimens. HENRY KAHRIS, 240 East 33d st., New York.

Gummed Labels

THE McCOURT LABEL COMPANY, Bradford, Pa., prints gummed labels — specializing in printing GUMMED LABELS in rolls. Turn your orders for gummed labels over to us — we will pay you 20 per cent commission.

Job Printing Presses

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Looping Machine

AMERICAN looping machines for punching-looping, one operation with twine, books, tags, Christmas bells. WARD & MCLEAN, Lockport, N. Y.

Motors and Accessories for Printing Machinery

SPRAGUE ELECTRIC WORKS, 527 W. 34th st., New York. Electric equipment for printing presses and allied machines a specialty.

Neutralizers

UTILITY HEATER CO., 239 Centre st., New York. Gas machines that stop offset and electric troubles, quick dry ink, and are safe for all presses.

Numbering Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Paper Cutters

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Perforators

F. P. ROSBACK CO., Benton Harbor, Mich. Perforating machines of all kinds, styles and sizes.

Photoengravers' Supplies

LEVY, MAX, & CO., Wayne Junction, Philadelphia, Pa. Screens, cameras, lenses and gallery equipment for photo processes.

Presses

HOE, R., & CO., New York. Printing, stereotyping and electrotyping machinery. Chicago offices, 7 S. Dearborn st.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Printers' Rollers and Roller Composition

BINGHAM'S, SAM'L, SON MFG. CO., 636-704 Sherman st., Chicago; also 514-518 Clark av., St. Louis; 88-90 South 13th st., Pittsburgh; 706-708 Baltimore av., Kansas City; 40-42 Peters st., Atlanta, Ga.; 151-153 Kentucky av., Indianapolis; 1306-1308 Patterson av., Dallas, Tex.; 719-721 Fourth st., S., Minneapolis, Minn.; 609-611 Chestnut st., Des Moines, Iowa; Shuey Factories bldg., Springfield, Ohio; 1285 W. 2d st., Cleveland, Ohio.

WILD & STEVENS, Inc., 5 Purchase st., Boston 9, Mass. Established 1859.

Printers' Supplies

ADZIT PRINTERS SUPPLY COMPANY, Grand Rapids, Mich.

BARNHART BROTHERS & SPINDLER — See Typefounders.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

EMBOSSOGRAPHYTRADE MARK

The art of producing flexible and permanent embossed or engraved effects without the use of dies or plates, any color, also gold and silver, as fast as ordinary printing.

Write for Descriptive Matter, Testimonial Letters from Users, etc.

EMBOSSOGRAPH PROCESS CO., Inc.

251 William Street

NEW YORK CITY

Please Mention THE INLAND PRINTER When Writing to Advertisers.



Printing Machinery, Rebuilt

BARNHART BROTHERS & SPINDLER — See Typefounders.

Printing Material

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Punching Machines

F. P. ROSBACK CO., Benton Harbor, Mich. Multiplex punching machines for round, open or special shaped holes.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Rebuilt Printing Presses

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Roughing Machines

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Stereotyping Outfits

ACME DRY PROCESS STEREOTYPING — This is a new process for fine job and book work. Matrices are molded in a job press on special matrix boards. The easiest of all stereotyping processes. Catalogue on receipt of two stamps. HENRY KAARS, 240 E. 33d st., New York.

Tags

MR. PRINTER — Send TAG inquiries and orders to THE DENNEY TAG COMPANY, Inc., West Chester, Pa., for quick service. Anything in blank or printed, regular or special tags, at lowest trade prices.

Typecasters

THOMPSON TYPE MACHINE CO., 223 West Erie street, Chicago. Manufacturers Thompson type, lead, slug and rule caster.

Typefounders

AMERICAN TYPE FOUNDERS CO., original designs in type and decorative material, greatest output, most complete selection. Dealer in wood type, printing machinery and printers' supplies of all kinds. Send to nearest house for latest type specimens. Houses — Boston, 270 Congress st.; New York, 200 William st.; Philadelphia, 17 S. 6th st.; Baltimore, 215 Guilford av.; Richmond, 11 Governor st.; Atlanta, 24 S. Forsyth st.; Buffalo, 43 N. Division st.; Pittsburgh, 323 3d av.; Cleveland, 15 St. Clair av., N.E.; Cincinnati, 646 Main st.; St. Louis, 9th and Walnut sts.; Chicago, 517-519 W. Monroe st.; Detroit, 169 W. Larned st.; Kansas City, 10th and Wyandotte sts.; Minneapolis, 419 4th st., South; Denver, 1621 Blake st.; Los Angeles, 121 N. Broadway; San Francisco, 820 Mission st.; Portland, 47 4th st.; Spokane, 340 Sprague av.; Milwaukee, 125 2d st.; Winnipeg, Can., 175 McDermot av.

BARNHART BROTHERS & SPINDLER, manufacturers and originators of type faces, borders, ornaments, cuts, electric welded chases, all-brass galleyes and other printers' supplies. Houses at — Chicago, Dallas, Kansas City, St. Paul, Washington, D. C., St. Louis, Omaha, Seattle.

THE NATIONAL TYPE FOUNDRY, Bridgeport, Conn. Guaranteed foundry type; large variety of faces. Specimen sheets and catalogue on request. Old type taken in exchange if desired.

EMPIRE TYPE FOUNDRY (Est. 1894), makers Wood Type, Metal Type, Reglet and Cutting Sticks. Buffalo, N. Y. Delevan, N. Y.

HANSEN, H. C., TYPE FOUNDRY (established 1872), 190-192 Congress st., Boston; 535-547 Pearl st., cor. Elm, New York.

Wire StitchersF. P. ROSBACK CO., Benton Harbor, Mich. Stitchers of all sizes, flat and saddle, $\frac{1}{4}$ to 1 inch, inclusive. Flat only, 1 to 2 inches.

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Goods

AMERICAN TYPE FOUNDERS CO.— See Typefounders.

Wood Type

EASTERN BRASS & WOOD TYPE CO., 73 Fourth av., New York city. Large stock.

To Eliminate Static Electricity—
Offset—Slip Sheeting, Use
The Johnson Perfection Burner
Cleveland

**ABSOLUTE TIME RECORDS**

KNOW TO THE MINUTE when work is started and finished; when orders are received and delivered; when letters are received and answered.

You Need KASTENS TIME STAMP

Efficiency in War Time and All Times! Kastens Time Stamps cost little, are built for long service, and work quickly, smoothly and accurately. Send for catalogue showing various styles with prices.

HENRY KASTENS, 418-20 W. 27th St., New York City, N.Y.

Please Mention THE INLAND PRINTER When Writing to Advertisers.

NEW LEADS, SLUGS and RULES**From Your Old Linotype Metal**

(Product of the Elrod Caster)

Prices per lb. (customer furnishing metal)

6 point slugs 10 cents 6 point rules 20 cents

2 point leads 14 cents 2 point rules 25 cents

Add 15 cents per lb. if we furnish metal.

COLLINS & CO., 628 Chestnut Street, Philadelphia, Pa.
Monotype Composition for the Trade**Note—Send for Our List**

of new and rebuilt CYLINDER PRESSES, ready for immediate delivery.

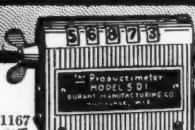
WALTER SCOTT & COMPANY, Plainfield, N.J.

CARBON BLACKSOLD BY
GODFREY L. CABOT, Boston, Mass.
938-942 Old South Building

Auk, Monarch, Kosmos No. 1, Kosmos No. 2, PN Elf, SS Elf, Kalista

J. W. PITTS, INC.**Uprightgrain (Self Contained or Sectional)
Printing Base Systems**

25-27 STEUBEN STREET, BATH, N.Y.

The ProductimeterPlain Figures
Sure Action
Long Life
Instant Reset
Get our Bulletin 41.

DURANT MANUFACTURING CO., 655 Buffum Street, Milwaukee, Wis.

IMPROVE YOUR LETTERS**Waxed Typewriter Ribbons**

Are superior and distinctive; will not fill the type or dry out; last longer than ordinary ribbons; the WAX prevents evaporation of the essential moisture and insures clean, sharp impressions and pleasing colors. More economical because they cost no more than other ribbons. Price \$1 each, or 6 for \$3.75, prepaid. Booklet—"Better Typewriter Results"—sent free to Typewriter users. State name of machine and color or combination of colors desired when ordering.

Box of Carbon Paper FREE

Special Offer: With your first order for WAXED Typewriter Ribbons, we will send Free a sample box of WAXED Carbon Paper worth 85c. Order today; money back if not pleased.

Address, Jim Claitor
THE RIBBON WORKS
Dept. 5, Galveston, Texas

DEALERS SUPPLIED

Corporation Books

Carried in Stock and Made to Order. Also for Churches, Clubs, Lodges, Etc.

ALBERT B. KING & CO., Inc., Dept. I. P.

MAKERS OF PRINTERS' HELPS

45 Warren Street, New York, N.Y.



A Big Advertising Campaign

is about to be launched to increase the sale and consumption of Housatonic Bond.

An exceptionally fine sample book has been produced. This ties up with a convenient desk sample case for daily use by the printer. The dealers handling Housatonic Bond will be furnished with an extensive line of direct mail pieces, and the whole will be reinforced through full pages in the trade papers. See that you are well stocked with Housatonic Bond in anticipation of an increased demand.

DISTRIBUTORS

Miller & Wright Paper Co.	.	.	.	New York City
Parker, Thomas & Tucker Paper Co.	.	.	.	Chicago, Ill.
E. R. Grossmann	.	.	.	Philadelphia, Pa.
A. Storrs & Bement Co.	.	.	.	Boston, Mass.
B. F. Bond Paper Company	.	.	.	Baltimore, Md.
Mack-Elliott Paper Co.	.	.	.	St. Louis, Mo.
B. F. Bond Paper Co.	.	.	.	Washington, D. C.
The Johnston-Albershart Co.	.	.	.	Cincinnati, Ohio
Leslie-Donahower Company	.	.	.	St. Paul, Minn.
The Central Ohio Paper Company	.	.	.	Columbus, Ohio
The Paper Supply Company	.	.	.	Houston, Texas
San Antonio Paper Company	.	.	.	San Antonio, Texas
Hudson Valley Paper Co.	.	.	.	Albany, N. Y.
C. M. Rice Paper Co.	.	.	.	Portland, Me.
Donaldson Paper Company	.	.	.	Harrisburg, Pa.

B. D. RISING PAPER COMPANY

Berkshire County

HOUSATONIC, MASS.

MORE BUSINESS

THIS illustration is from a Hammermill Bond advertisement. Very likely you saw this advertisement in the Saturday Evening Post, or in some other magazine of national circulation.

It shows printed forms—plays them up big—talks about them. It tells the business man to look over his forms, discard the out-of-date ones, get up the new ones he needs, and have them printed.

We intend that this advertisement shall send somebody to you, to get some printing done. That's one of the objects of all Hammermill advertising—to make more business for printers.

Business men are told, in the Hammermill national advertising, that it will pay them to use Hammermill Bond for all their office stationery. Reasons are given. Their attention is called to Hammermill's twelve colors besides white, its uniform quality and good printing surface, its nation-wide distribution, and the fact that it is the lowest-priced standard bond paper on the market.

All these things are just as important to you, as a printer. They are good reasons why it will pay you to keep Hammermill Bond running through your presses—to recommend it when you take a man's order.

Our advertising is only one of the ways in which we co-operate with printers, to help them increase their business and their profits. Write us for information about our portfolios of specimen forms, our pamphlets showing methods of systematizing office work, and other practical aids which enable you to offer real service to the man whose work you solicit.

HAMMERMILL PAPER COMPANY
ERIE, PA.

Look for this watermark—it is our word of honor to the public

HAMMERMILL BOND

The Utility Business Paper

Please Mention THE INLAND PRINTER When Writing to Advertisers.

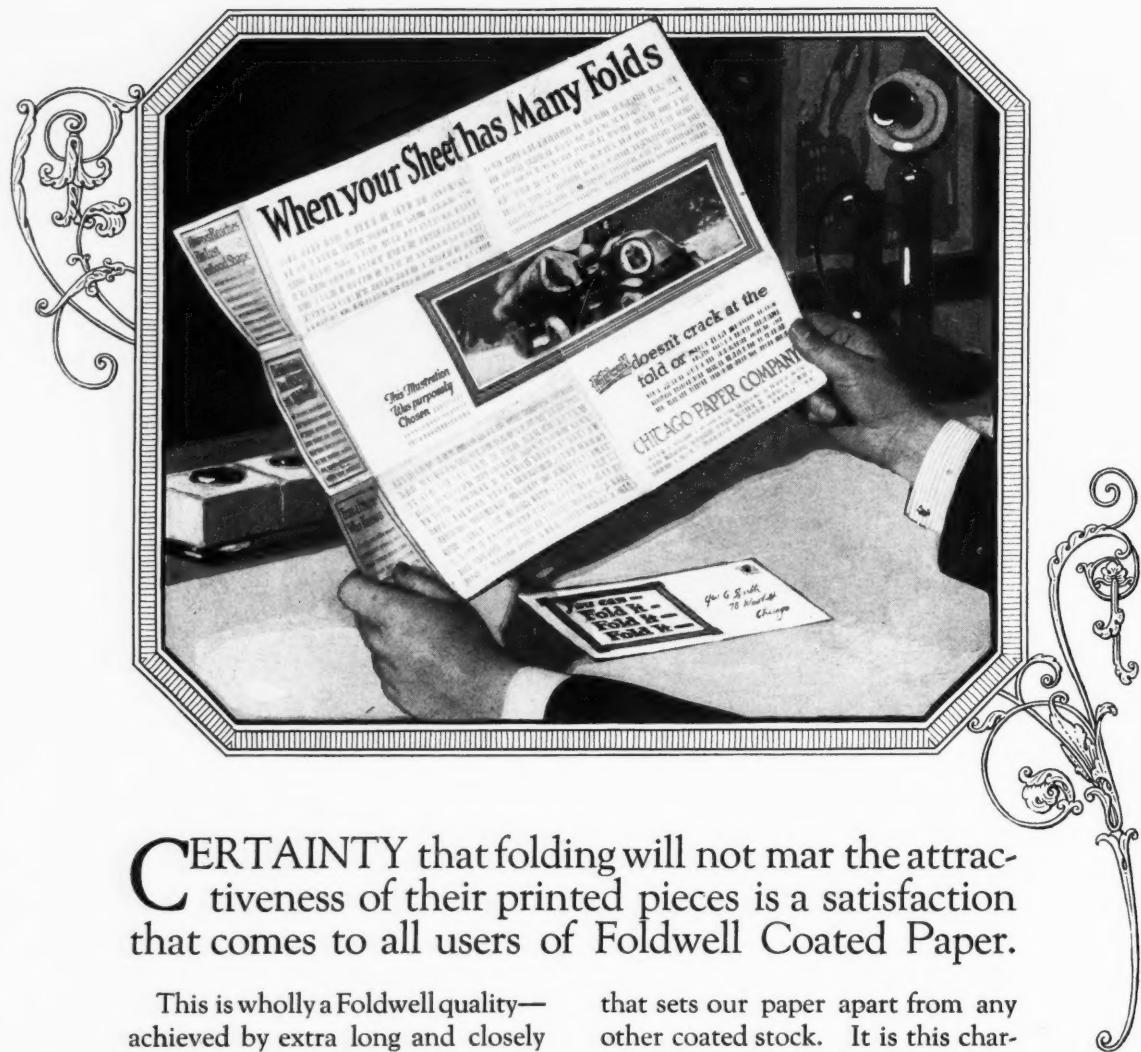


S FOR PRINTERS



Please Mention THE INLAND PRINTER When Writing to Advertisers.

667



CERTAINTY that folding will not mar the attractiveness of their printed pieces is a satisfaction that comes to all users of Foldwell Coated Paper.

This is wholly a Foldwell quality—achieved by extra long and closely knitted fibres which bend at a fold instead of breaking out into a jagged edge.

Each fold is absorbed by the paper. Unsightly cracks are not left upon the face of illustrations or text. It is this singular characteristic

that sets our paper apart from any other coated stock. It is this characteristic that makes for clean, forceful printed pieces.

We invite all those who are interested in high grade direct advertising to send for working samples of Foldwell Coated Book, Cover and Writing.

CHICAGO PAPER COMPANY, Manufacturers
803 South Wells Street, Chicago

Foldwell
TRADE MARK
REGISTERED

NATIONALLY DISTRIBUTED

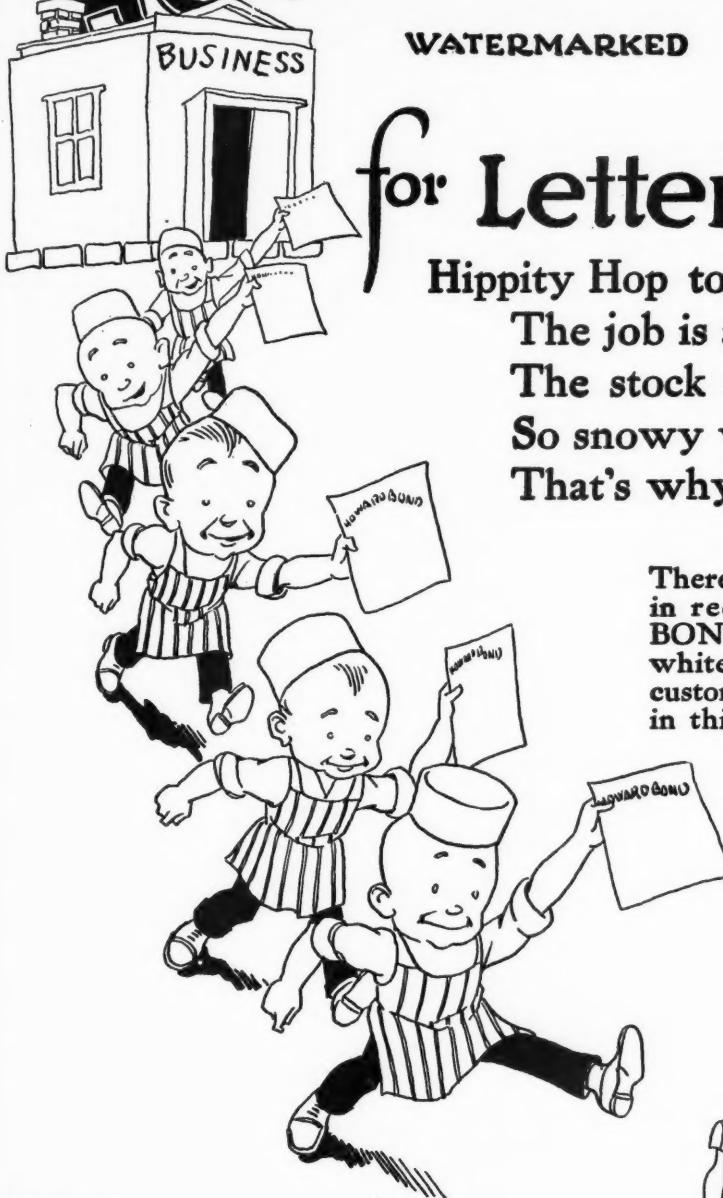
HOWARD BOND

WATERMARKED

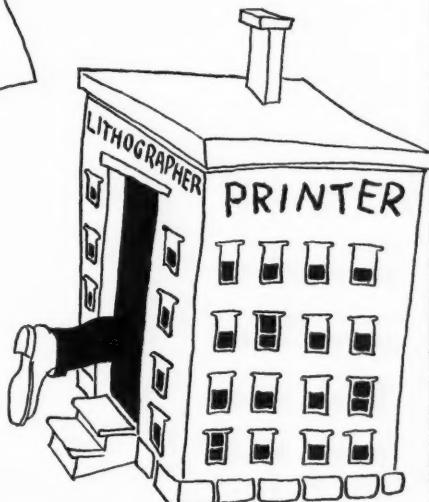
for Letterheads

Hippity Hop to the printer's shop
The job is all O. K.
The stock is right—
So snowy white—
That's why the boys are gay.

There's a world of satisfaction
in recommending HOWARD
BOND to your trade. Its clear
whiteness and general utility win
customers everywhere. Comes
in thirteen colors and all stand-
ard sizes and weights.



Ask for
sample book and name of your nearest dealer



**The HOWARD PAPER Co.
URBANA OHIO.**



COLLINS OAK LEAF BRANDS

OAK LEAF COATED CARDBOARDS

COSt more to buy—Cost less to print—*It Balances!* The customer gets a better job and the printer gets a reputation for quality work. That is why Printers—for over fifty years—have been using more and more

OAK LEAF BRAND

Coated Litho Blanks

Translucents

Embossing Translucents

Railroads

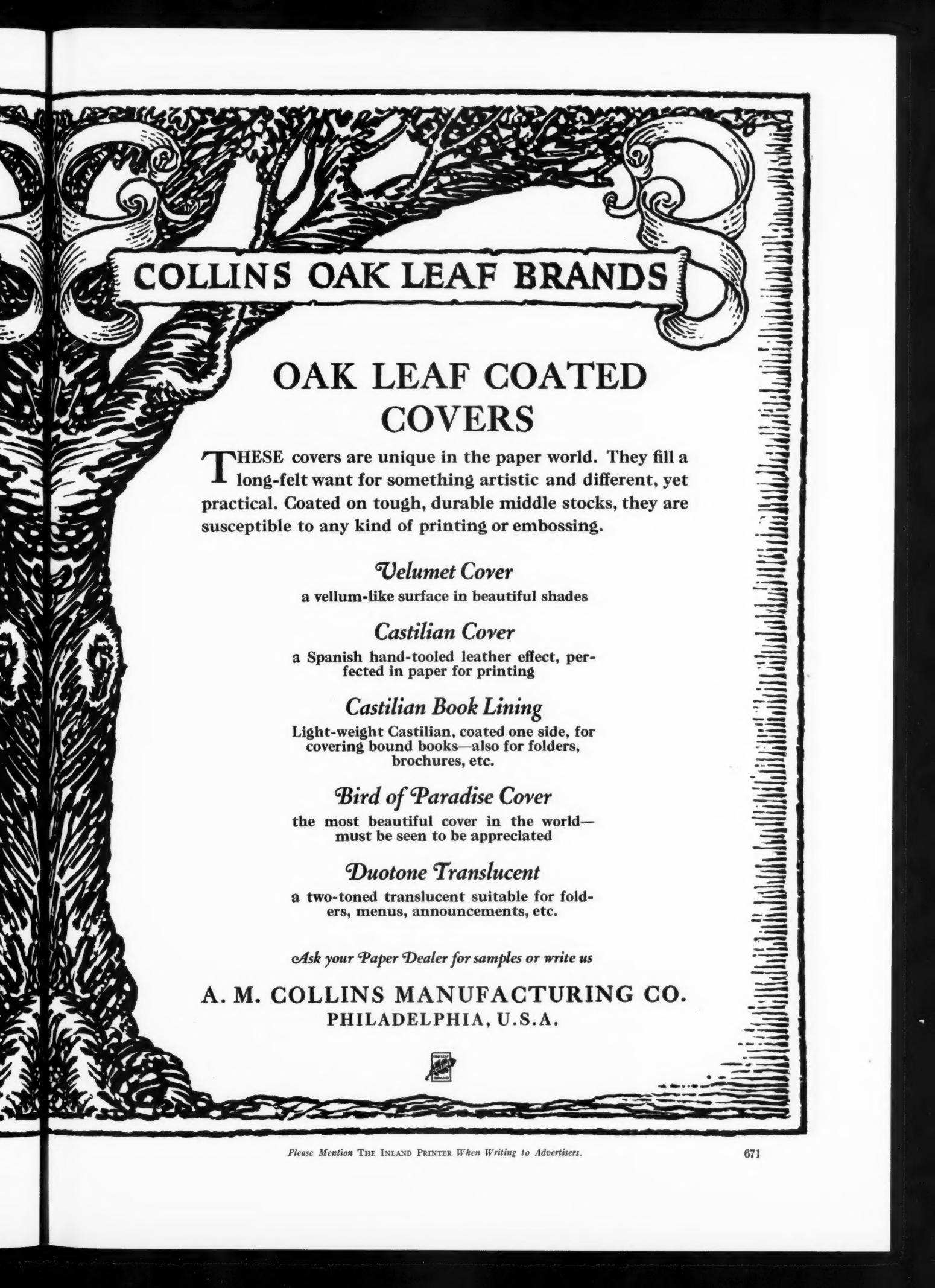
Tough Checks

Folding Satin, etc.

YOUR DEALER HAS THEM

**A. M. COLLINS MANUFACTURING CO.
PHILADELPHIA, U.S.A.**





COLLINS OAK LEAF BRANDS

OAK LEAF COATED COVERS

THESE covers are unique in the paper world. They fill a long-felt want for something artistic and different, yet practical. Coated on tough, durable middle stocks, they are susceptible to any kind of printing or embossing.

Velumet Cover

a vellum-like surface in beautiful shades

Castilian Cover

a Spanish hand-tooled leather effect, perfected in paper for printing

Castilian Book Lining

Light-weight Castilian, coated one side, for covering bound books—also for folders, brochures, etc.

Bird of Paradise Cover

the most beautiful cover in the world—must be seen to be appreciated

Duotone Translucent

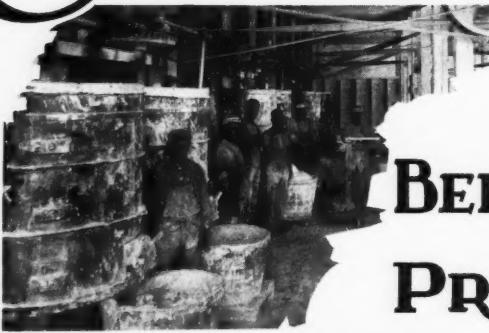
a two-toned translucent suitable for folders, menus, announcements, etc.

Ask your Paper Dealer for samples or write us

**A. M. COLLINS MANUFACTURING CO.
PHILADELPHIA, U.S.A.**



COATING



BERMINGHAM and PROSSER

PAPERS

The Sixth of a Series of Articles on Paper Making

Here are shown two from a battery of vats mixing coating to be applied to Birmingham & Prosser enameled papers.

The body of most coating or enamel is pure white, silky clay. Casein or some other form of glue is mixed with the body of clay and then this is colored and diluted to about the consistency of smooth cream. An agitator in each vat thoroughly mixes the coating.

This creamy liquid is drawn from the vats and wheeled in tubs to the machines, which automatically spread it uniformly over the surface of the basic stock. The spreading is done with long, soft haired brushes which are continually moving back and forth. Paper is fed into the coating machine directly from the roll as it comes from the paper machine.

After the liquid enamel has been applied, the paper is mechanically draped in festoons and carried back into a room where hot air is blown between the sheets. By the time this paper reaches the rewinder—where it is again wound into rolls—its coating is perfectly dry and firmly set.

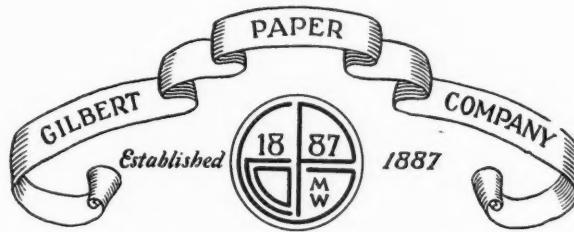
This series of articles on paper making is being prepared in booklet form. We will be glad to mail you a copy when printed.

BERMINGHAM & PROSSER CO.

KALAMAZOO, MICHIGAN

501 Fifth Avenue, New York

10 S. La Salle Street, Chicago, Illinois



Menasha, Wisconsin

Good Paper and Good Printing

YOUR customer buys his letterheads with the desire to receive impressive stationery. Impressive stationery is good paper and good printing. No matter how well your work is done if executed on any but the best available paper it will fail of being impressive stationery. The selling of paper to the consumer rests with the printer; on the printer rests the obligation to sell good paper and good printing.

It is well to remember that good paper and good printing result in mutually profitable relations between consumer and printer and make for better business. It is also well to remember that really fine paper is paper that works well on the press and is economical to print upon. You can do good printing on good paper and not use Gilbert's Papers but we solicit that you make yourself familiar with a fine paper by calling upon our nearest agent for samples and prices on

LANCASTER BOND

MADE BY

GILBERT PAPER COMPANY
MENASHA, WISCONSIN

Sold by

Baltimore, Maryland—*Barton, Duer & Koch Paper Co.*
Boston, Massachusetts—*Carter, Rice & Company*
Chicago, Illinois—*Moser Paper Company*
Cincinnati, Ohio—*Chatfield & Woods Company*
Cleveland, Ohio—*Cleveland Paper Manufacturing Co.*
Denver, Colorado—*Carter, Rice & Carpenter Paper Co.*
Des Moines, Iowa—*Carpenter Paper Company*
Detroit, Michigan—*Beecher, Peck & Lewis*
Los Angeles, California—*Blake, Moffit & Towne*
Louisville, Kentucky—*The Rowland Company*
Madison, Wisconsin—*The Madison Paper Company*
Manila, P. I.—*J. P. Heilbronn Company*
Milwaukee, Wisconsin—*E. A. Bouer Company*
Minneapolis, Minnesota—*The Paper Supply Company*

New York City—*Parsons Trading Co., Export Agents.*
New York City—*Lasher & Lathrop, Inc.*
Newark, N. J.—*Lasher & Lathrop, Inc.*
New Orleans, Louisiana—*Julius Meyer & Sons, Inc.*
Philadelphia, Pennsylvania—*Garrett-Buchanan Co.*
Pittsburgh, Pennsylvania—*The Chatfield & Woods Co.*
Portland, Oregon—*Blake, McFall Company*
Pueblo, Colorado—*Colorado Paper Company*
San Francisco, California—*Blake, Moffit & Towne*
Seattle, Washington—*American Paper Company*
Spokane, Washington—*Spokane Paper & Stationery Co.*
St. Paul, Minnesota—*Leslie Donahower Company*
Tacoma, Washington—*Tacoma Paper & Stationery Co.*

IDEAL TYPOGRAPH ROLLERS

ALL ROLLERS EXCEPT FORM ROLLERS

THE FIRST REAL IMPROVEMENT IN TYPO ROLLERS IN A CENTURY

SIMILAR TO THE WELL KNOWN IDEAL LITHOGRAPH ROLLER.
MADE OF **VULCANIZED OIL**—NO GLUE, NO GLYCERINE, NO RUBBER.

NOT AFFECTED BY HEAT, WATER OR HUMIDITY.

CANNOT MELT—DO NOT HAVE TO BE COOLED IN SUMMER.

NOT AFFECTED BY WEATHER CONDITIONS OR CLIMATIC CHANGES.

THE SAME ROLLERS THE YEAR AROUND—DO AWAY WITH SUMMER AND WINTER ROLLERS.

DO NOT CHANGE SHAPE OR DIAMETER AND DO NOT REQUIRE RESETTING.

OPERATE AT ANY SPEED, UNDER ANY CONDITIONS, IN ANY LOCALITY.

DO NOT REQUIRE SEASONING.

ARE TRUE AND DISTRIBUTE INK PROPERLY.

PERMIT CHANGING FROM BLACK OR COLOR TO DELICATE TINTS.

INCREASE PRODUCTION.

ORDER NOW, BEFORE SPRING RUSH

PROMPT DELIVERY. INQUIRE OF OUR NEAREST BRANCH.

SOLE SELLING AGENTS

THE AULT & WIBORG COMPANY CINCINNATI, OHIO

EASTERN REPRESENTATIVES: THE AULT & WIBORG CO. OF N. Y.,
57 GREENE STREET, NEW YORK CITY



Two at Once

DOUBLED PRODUCTION
—The Elrod Twin Lead Mold casts two continuous strips of 2 point leads, cut to any measure up to 24 inches, in one operation.

Send for Elrod book.

Ludlow Typograph Company

General Offices and Factory: 2032 Clybourn Ave., Chicago
Eastern Office: 606 World Building, New York

80 lbs. 2 point Leads every hour The Elrod Caster

Supreme Brand

FLEXIBLE TABBING COMPOSITION

Combines

**Strength, Flexibility
Economy, Elasticity**

SUPREME BRAND Flexible Tabbing Composition is used by more than six thousand printers. By using SUPREME BRAND they realize BETTER TABBING at a cost no greater than if they had done a job of inferior tabbing.

It is packed in red, white and natural (amber) colors in 5, 10, and 25 pound pails at 37c, 36c and 35c per pound respectively. Ask for special quantity price in larger packages.



Absolutely Guaranteed Your money promptly refunded
if it fails to give SATISFACTION

Just send a trial order to the distributor named below who is nearest to you:

Chicago.....	The Layton Elastic Glue Co. (Mfrs.)	Cleveland, Ohio.....	Kingsley Paper Co.	Kansas City, Mo.....	Graham Paper Co.
Boston, Mass.....	The A. Storrs & Bement Co.	Cincinnati.....	Cincinnati Cordage & Paper Co.	St. Paul, Minn.....	Wright Barrett & Stillwell Co.
New York City, N. Y.....	Lasher & Lathrop, Inc.	St. Louis, Mo.....	Graham Paper Co.	Denver, Colo. Carter, Rice & Carpenter Paper Co.	
Philadelphia, Pa.....	Paper Mfrs. Co., Inc.	Nashville, Tenn.....	Graham Paper Co.	Spokane, Wash.....	Zellerbach Paper Co.
Baltimore, Md.....	Hubbs & Corning Co.	Birmingham, Ala.....	Graham Paper Co.	Seattle, Wash.....	Zellerbach Paper Co.
Richmond, Va.....	B. W. Wilson Paper Co., Inc.	New Orleans, La.....	Graham Paper Co.	Portland, Oregon.....	Zellerbach Paper Co.
Pittsburg, Pa.....	The Alling & Cory Co.	El Paso, Texas.....	Graham Paper Co.	San Francisco, Cal.....	Blake, Moffitt & Towne.

THE LAYTON ELASTIC GLUE CO., 703-709 West Fulton St., Chicago, U.S.A.

Manufacturers of Printing Machinery and Supplies

Sell in Great Britain

THIS long-established printers' supply house, maintaining extensive showrooms and operating an efficient selling organization, seeks the agencies for American-made machinery, equipment and supplies essential or advantageous to the printing, box-making and allied trades.

*We Can Guarantee Excellent Business
for Good Products*

British printers, handicapped for over four years by the restrictions forced by the war, anxiously await the opportunity to install items of American-made equipment of recognized merit.

As one of their leading engineers, supply houses, and manufacturers of printers' rollers and printing-inks, we are daily asked to fill the gap between them and the American manufacturer.

In addition to our facilities for handling

agencies in a profitable and satisfactory manner, as outlined above, we can offer manufacturers the advantages of our good-will, developed by years of careful and conscientious service in behalf of our trade.

An association with this reliable house, therefore, should prove an asset for any manufacturer. Let us know what you have; we will give you our opinion of the possibilities for building up a trade with it in Great Britain.

WALKER BROS.

(Usher-Walker, Ltd.)

Engineers and Dealers in Machinery and Sundries
for the Printing, Box-Making and Allied Trades

Main Offices and Showrooms, 33 Bouverie
St., Fleet St., London (E. C. 4), England



The Only Variation is in Price

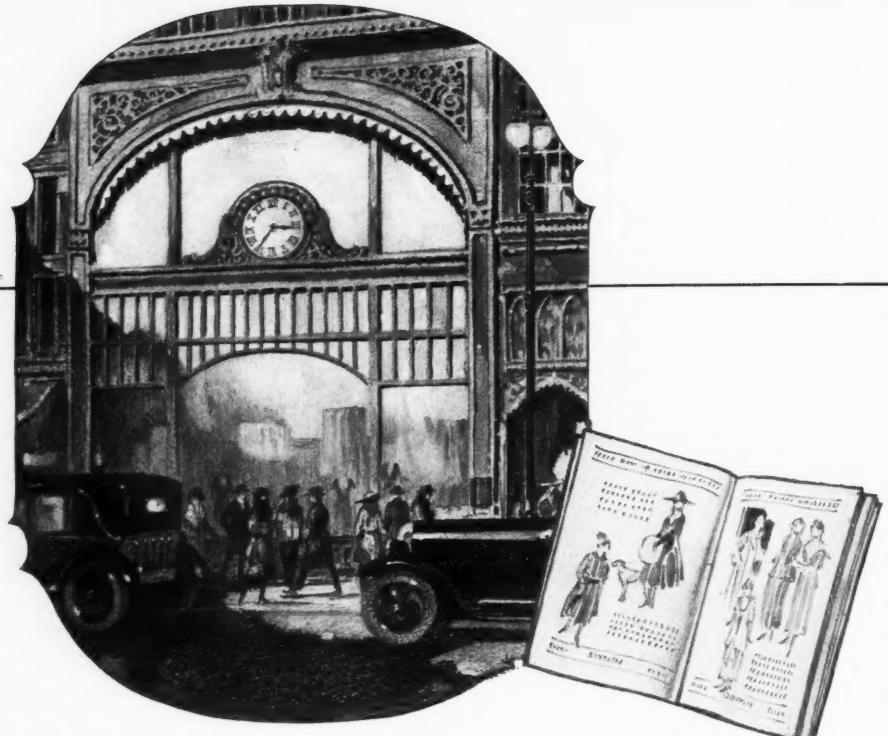
THE QUALITY of our book papers is always constant. The service we put behind them is as consistent as human effort can make it. The price takes care of itself, advancing when costs increase and giving our printer customers the advantage of every reduction in the costs of material and labor. Saxon and Spartan are seldom the highest priced book papers on the market. *Never* the lowest. This was true before the war and during the war. It was true in 1920 and it will still be true in 1921.

THE WHITAKER PAPER COMPANY

HOME OFFICE

CINCINNATI, OHIO

BRANCHES IN ALL PRINCIPAL CITIES



A Booklet that whispers refinement

IF you are contemplating a booklet of the things that appeal to women—furs, gowns, hats, jewelry or any other feminine luxuries—and if you are seeking to show them as charmingly as they appear in some Fifth Avenue Shop, consider the following suggestions:

Warren's Silkote is a printing paper of velvety smoothness. It is semi-lustrous and engravings print on it in rich, intense colors. The refinement it lends to a booklet is as assuring as the mark of a Parisian Designer on a gown.

Strathmore Aladdin Covers are unlike other cover papers. Pastel shades, dotted by tiny flecks of

pure white, appeal to a woman's sense of beauty. Aladdin Covers are so complete within themselves that little art work is needed to adorn them.

We are glad to make dummies showing what an attractive combination Warren's Silkote and Strathmore Aladdin Covers form. Tell us the number of pages, the size of the book, and the color of cover you prefer.

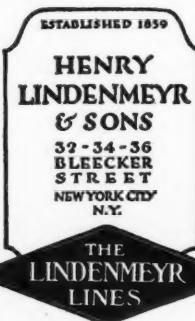
Warren's Silkote and Strathmore Aladdin Covers are only two of the papers of The Lindenmeyr Lines. The entire collection answers nearly every purpose for which paper is used.

BRANCH HOUSES

16-18 Beekman Street
New York, N.Y.

54-56 Clinton Street
Newark, N.J.

58-60 Allyn Street
Hartford, Conn.



THE Top Sheet in every case of a Warren Standard Printing Paper is printed on a sheet that is part of the same run as the rest of the paper in that case.

This printing is done in our own testing shop and serves as the last of a series of tests which keep every run of paper up to standard.

The ink, the type, and the illustrations used in this printing are such as would instantly betray any deficiency in the paper. All this, even to the make-ready used, is made a matter of record on the Top Sheet itself.

All this is helpful to the printer, because the Top Sheet instantly removes every feeling of uncertainty as to how a given case of paper will print.

The Warren Top Sheet is instructive and helpful to many persons who order printing, and it is a great worry saver and often a time saver for the printer.

S. D. WARREN COMPANY, BOSTON, MASS.

What the Warren Top Sheet means to the Printer



WARREN'S STANDARD PRINTING PAPERS

Please Mention THE INLAND PRINTER When Writing to Advertisers.

Reliable Printers' Rollers

Sam'l Bingham's Son Mfg. Co.

CHICAGO

636-704 Sherman Street

PITTSBURG

88-90 South 13th Street

ST. LOUIS

514-516 Clark Avenue

KANSAS CITY

706 Baltimore Avenue

ATLANTA

40-42 Peters Street

INDIANAPOLIS

151-153 Kentucky Avenue

DALLAS

1306-1308 Patterson Avenue

MINNEAPOLIS

719-721 Fourth St., So.

DES MOINES

609-611 Chestnut Street

CLEVELAND, OHIO

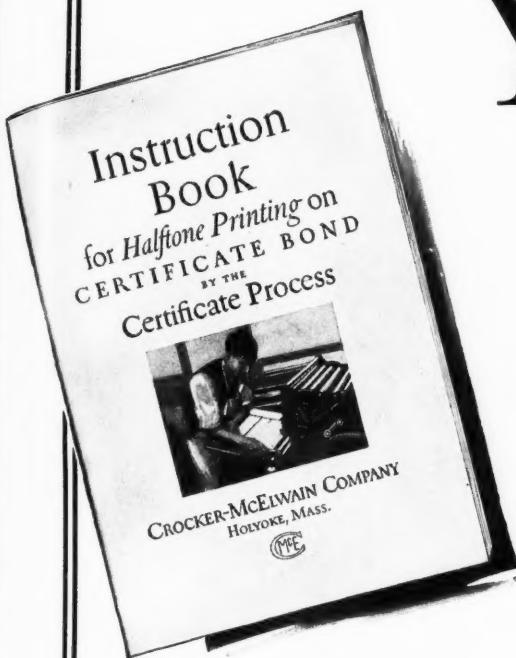
1285 West Second Street

SPRINGFIELD, OHIO

Shuey Factories Building

Halftones on Certificate Bond?

Yes!



INSTRUCTION BOOKLET *Free*

Test the Certificate Process in your own plant

The instruction booklet will be sent free to your company upon receipt of the coupon. In addition to becoming a member of the Certificate Bond Club, your company will receive, without cost, a packet containing 20 sheets, 8½ x 11, Certificate Bond and a 5½ x 8½ piece of Certificate Flex-o-Lay. This will enable you, after reading the instructions (we suggest trying on a platen press first) to see for yourself what beautiful halftone results you can secure.

Sign the Coupon →



**CROCKER-McELWAIN
COMPANY**
602 Cabot Street
Holyoke, Massachusetts

The Final Solution of the Whole Problem

Any pressman can do it on a cylinder or platen press.

Skilled pressmen interested in the subject could always print halftones on Certificate Bond, and they have been supplying the growing demand for such work. But now comes the Certificate Process, a very simple and quick method of makeready which enables any pressman to get remarkable halftone effects on Certificate Bond.

Join the *Certificate Bond Club*

IT COSTS YOU NOTHING

The purpose of the Certificate Bond Club is to carry forward Direct-by-Mail Advertising to its legitimate goal.

ADVANTAGES of membership in the Certificate Bond Club:

1. Your name is referred to advertisers whom the mill interests in pictorial advertising on Certificate Bond.
2. Your business thereby increases in a profitable direction.
3. Your employees regain their love for the finer things in the art of printing.
4. Your salesmen take on a kind of enthusiasm which puts them on a better paying basis, for themselves and for you.
5. You get in touch with the spirit and interest of modern direct-by-mail advertising.

MEMBERSHIP: Any conscientious employing printer who will handle inquiries for halftone printing on Certificate Bond. (The makeready is made perfectly plain to the pressman in the instruction book.)

CROCKER-McELWAIN COMPANY,
602 Cabot Street, Holyoke, Massachusetts.

Please send, without cost to us, your Instruction Booklet, "Halftone Printing on Certificate Bond by the Certificate Process," and the packet containing sheets of Certificate Bond and 5½ x 8½ piece of Certificate Flex-o-Lay.

We wish to join the Certificate Bond Club, which we understand is without cost or obligation except to boost for direct-by-mail advertising.

As members of the Certificate Bond Club, we will gladly send you six specimens of each job done by the Certificate Process, to keep you in touch with the kind of work we are ready to produce. A *Certificate of Merit* is to be awarded us when the proofs we submit indicate proficiency.

Firm name

My name Position

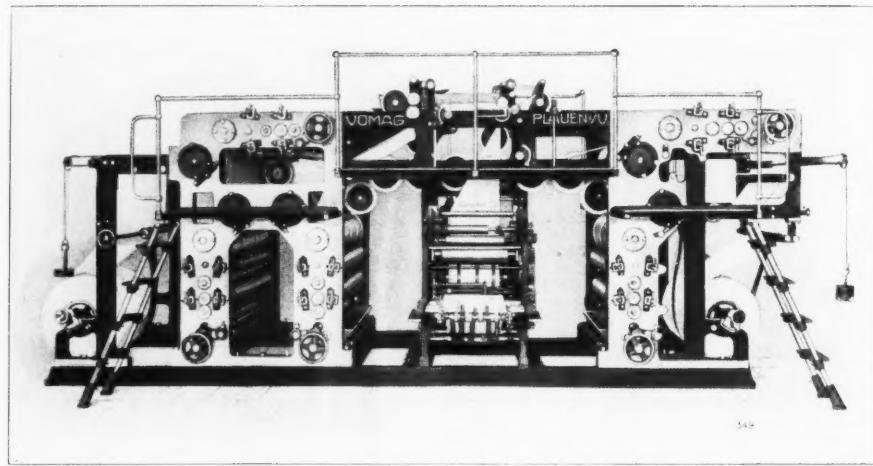
Street

City..... State

Our Press { Cylinder Presses, Hand Feed... Automatic Feed....

Equipment { Platen Presses, Hand Feed... Automatic Feed....

FOR SALE



New 20 Page Stereotype Rotary Machine

DESCRIPTION OF THE MACHINE:

1 new rotary machine "Voigtländer", for printing, pasting and twice folding of a paper of 2-4-6-8-10-12-16 and 20 pages. Size of the 4 page paper: 54 centimeters (21.26 inches) height x 88 centimeters (34.65 inches) or 78 centimeters (30.71 inches) width, with complete half automatical stereotyping outfit, with arrangement for printing illustrations or advertisements in color.

Price for the machine complete.....\$16,500

DELIVERED F.O.B., NEW YORK DELIVERY AT ONCE

1 second hand rotary machine, for printing, pasting and twice folding of a paper of 2-4-6-8-12 and 16 pages.

Size of paper as above, with ordinary stereotyping outfit.

Price.....\$7,000

DELIVERY: FEBRUARY 1921

1 second hand stereotype machine for printing, pasting and twice folding of a paper of 2-4-6-8 and 12 pages. Size of the 4 page paper: 55 centimeters height (21.65 inches) x 81 centimeters width (31.89 inches), with ordinary stereotype outfit.

Price.....\$8,500

DELIVERY: MAY 1921

Please apply HANSEN & SKOTVEDT Kristiania, Norway

Postbox 56. Cable Address: Bogtryk, Kristiania. Bankers references given and required.

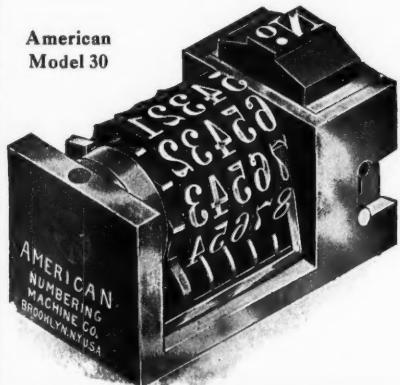
Specify AMERICAN when ordering

SKIPPING WHEELS can be inserted in

American Numbering Machines

Enabling you to print checks or other numbered forms two or more on a page. With the American Model 30 or 31 it is necessary only to insert a skipping unit wheel, skipping the desired number. Write for information and we will show you how.

American
Model 30



A layout of jobs "2," "3," "4," and "5" on is shown below

JOB 2 ON
SkipWheels
Skipping 2

No. 1
No. 2

JOB 3 ON
SkipWheels
Skipping 3

No. 1
No. 2
No. 3

JOB 5 ON
SkipWheels
Skipping 5

No. 1
No. 2
No. 3
No. 4
No. 5

JOB 4 ON
SkipWheels
Skipping 4

No. 1
No. 2
No. 3
No. 4

AMERICAN Models 30 and 31 World-Standard Type-High Numbering Machines

In stock and for sale
by dealers everywhere

AMERICAN NUMBERING MACHINE CO.

Brooklyn, N. Y. . . 220-230 Shepherd Avenue
Chicago, Ill. 123 West Madison Street

Specify AMERICAN when ordering

Rouse Products

*Make Money
for the Printer*

Have you tried a
Rouse Job Stick?



Rouse Products are accurately made and offer time-saving and money-making qualities to their users. Progressive printers everywhere testify to the efficiency of Rouse Products.

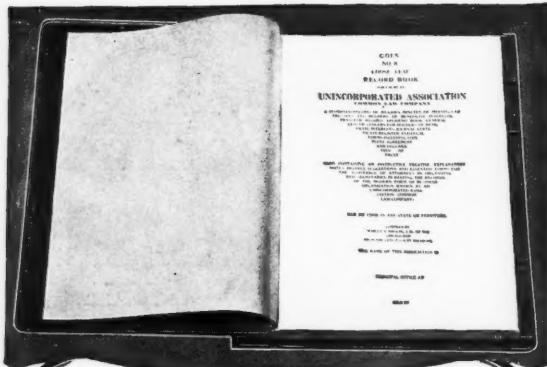
The Rouse Paper Lift will save the time the pressfeeder ordinarily spends in putting up new lifts from the floor. The saving of time goes into production, and a thousand more impressions a day is a common thing when the Rouse Paper Lift becomes a part of your pressroom equipment.

Rouse Register Hooks and Bases are accurately made and easy to handle. There is nothing complicated about them, and forms are easily made up and rapidly changed if Rouse Register Hooks and Bases are used.

WRITE TODAY for interesting literature describing the complete line of Rouse Products, every article designed to best fit an actual need in printing plants.

H. B. ROUSE & COMPANY
2214 Ward Street, Chicago

Rouse Job Sticks take the lead for accuracy and convenience. Quickly adjusted to picas and nonpareils, and as only the best materials are used in their construction, they are noted for durability. Your compositors appreciate the advantages of good tools, so why not add a few Rouse Job Sticks to your composing room equipment? Your returns will come in the form of increased production and less time lost on the stone due to the need for rejustification.



Go to **Goes** for The **Goes** Loose-Leaf **Common Law** **Record Book**

No. 8

(Compiled by a member of the Chicago Bar)

A text-book and a reference-book containing an instructive treatise and many helpful suggestions and forms essential during the organization, and, later, in keeping the records of an Unincorporated Association (Common-Law Trust). Forms similar to those contained in *The Goes Corporation Record Books*, but made to fit the needs of a Common-Law Trust, are provided.

Just Published

Write for descriptive matter

The Goes Printers' Helps
also include

Common-Law Certificates

Bond Blanks

Stock Certificates

Diplomas

Bordered Blanks

Certificates of Award

Bound and Loose-Leaf Corporation Record Books

and

Art Advertising Blotters

Art Advertising Mailing Cards

Art Advertising Calendar Cards

Blotter designs prepared especially for

Lithographed Calendar Pads

Easter Publicity

are now available



Samples and prices of all of
The Goes Printers' Helps
will be sent when requested

Goes
Lithographing
Company

45 West 61st Street
Chicago



Practical BOOKS about PRINTING and the ALLIED TRADES

Send for this Catalogue today
IT IS FREE

THE INLAND PRINTER CO.

632 SHERMAN STREET
CHICAGO

COLOR AND ITS APPLICATION TO PRINTING

By E. C. Andrews

THE author's complete understanding of the difficulties that commonly beset the printer in obtaining satisfactory results in colorwork has enabled him to put into this book much of great practical value.

The thorough way in which the author treats the subject has been praised by authorities in all parts of the country.

Price, \$2.00. Postage, 10 cents extra.

THE INLAND PRINTER CO.
632 Sherman Street, Chicago

SYSTEMS

*The Loft-Dried
Rag-Content Paper*

BOND

*at the
Reasonable Price*

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ATLANTA—Slo
BALTIMORE—B
BOSTON—Carter
The A. Stor
BUFFALO—The
CHICAGO—Swig
The Paper M
CINCINNATI—Th
CLEVELAND—Th
DES MOINES—Pr
DETROIT—The U
HARRISBURG—Do
KANSAS CITY—Be



501 FIFTH AVENUE
NEW YORK

THE EASTERN MANUFACTURING COMPANY
takes pleasure in announcing that

SYSTEMS BOND

is now available for Personal Correspondence,
Note Paper and Envelopes being prepared in a variety of

sizes and put up in handsome boxes by

CHARLES E. WEYAND COMPANY

22 Howard Street, New York City

and sold under the name of "Systems Bond Writing
Paper for Men and Women"

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on the *only*
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Loft-Dried

Avoid the Evils of Push Button Control



The Master Unit

The positive, flexible system of controlling a printing press, which gives all the advantages and avoids the disadvantages of "push button control," is called the

MASTER UNIT CONTROL

It provides sufficient additional current for starting or "inching" the press, for any speed at which the press happens to be adjusted.

It has a safety electric trip, operated by any of the automatic devices on the press or by any number of emergency stop buttons—which stops the press. If the press is equipped with the Kimble single-phase motor, it stops in a few seconds—due to the dynamic self-braking action of the motor.

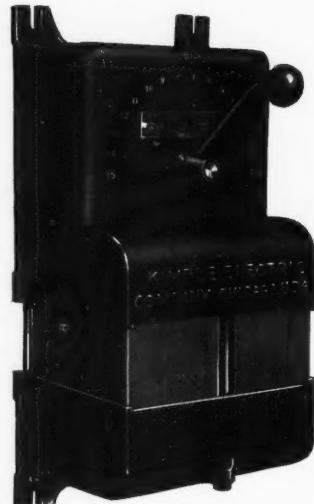
Additional Advantages

The Master Unit Control has but one lever for starting, or inching the press—and several buttons for stopping it. This lever can be removed, locking the press from starting.

The Master Unit Control is more simple than the complicated push button system—making repairs easy and rarely needed.

The details of this control are of vital interest to every printer who uses or contemplates using an automatic press. Write for printed matter.

For Sale—by all typesfounders and dealers in printers' supplies.



The Dial Speed Regulator

The Kimble Electric Company
635 N. Western Avenue, Chicago

O.M.N.I.A.

EXCLUSIVE SELLING AGENTS IN FRANCE FOR :

THE MIEHLE PRINTING PRESS
THE INTERTYPE COMPOSING MACHINE
THE KELLY PRINTING PRESS
THE MILLER SAW TRIMMER, ETC., ETC.

OMNIA IS AN IMPORTANT FRENCH FIRM CONSTITUTED FOR THE PURPOSE OF INTRODUCING UPON THE EUROPEAN MARKET THE NEWEST AND MOST IMPROVED MATERIAL, MACHINERY AND EQUIPMENT FOR THE INDUSTRIES OF PRINTING, BOOKBINDING, PAPERMAKING, NEWSPAPER AND OTHER BRANCHES OF THE GRAPHIC ARTS.

LA SOCIÉTÉ OMNIA, 94, RUE D'ASSAS, PARIS, FRANCE
TELEGRAMS : OMFICAMO-PARIS

DRAEGER

ATLANTIC

The "Eastern" Sulphite **BOND** *with the "Rag" appearance*

ATLANTIC BOND shows what can be done with sulphite pulp by an organization that knows how—and that has the right equipment and the right kind of pulp to work with.

The Eastern Manufacturing Company owns its own spruce forests, makes its own pulp and pulp chemicals, and in safeguarding the quality and uniformity of its products even goes so far as to filter and neutralize every drop of water used.

The result you can see, and see

plainly, in any sheet of Atlantic Bond that you care to examine.

Atlantic Bond is an all-sulphite sheet at an all-sulphite price, but with a "rag look" that avoids all suggestion of cheapness. In strength and texture it compares favorably with many rag-content bonds, and it is *whiter* and *cleaner* than all but a few of the best of them.

The colors, besides White, are Pink, Blue, Green, Buff, Canary, Goldenrod, Russet, Salmon and Grey. Write the nearest distributor.

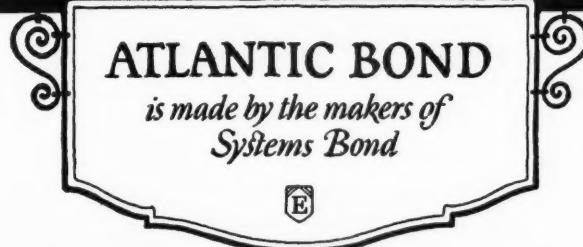


EASTERN MANUFACTURING COMPANY, *General Sales Offices: 501 FIFTH AVENUE, NEW YORK*
Western Sales Offices: 1223 CONWAY BUILDING, CHICAGO

ATLANTIC BOND DISTRIBUTORS

ALBANY—W. H. Smith Paper Co.
ATLANTA—Sloan Paper Co.
BALTIMORE—Baltimore Paper Co.
BOSTON—Von Olker-Snell Paper Co.
BUFFALO—Disher Paper Co.
CHICAGO—La Salle Paper Co.
CLEVELAND—Millcraft Paper Co.
LOS ANGELES—Blake, Moffitt & Towne
MANILA, P. I.—J. P. Heilbron Co.
NEW YORK—Miller & Wright Paper Co.
PHILADELPHIA—Molten Paper Co.
PITTSBURGH—General Paper & Cordage Co.

PORTRLAND, ORE.—Blake, McFall Co.
RICHMOND, VA.—Southern Paper Co.
ST. LOUIS—Acme Paper Co.
ST. PAUL—E. J. Stillwell Paper Co.
SAN FRANCISCO—Blake, Moffitt & Towne
SEATTLE—American Paper Co.
SPOKANE—Spokane Paper & Stationery Co.
TACOMA—Tacoma Paper & Stationery Co.
WINNIPEG—Barkwell Paper Co.
EXPORT—J. L. N. Smythe Co., Philadelphia
EXPORT—W. C. Powers Co., Ltd., London
EXPORT—A. M. Capen's Sons, Inc., New York



Please Mention THE INLAND PRINTER When Writing to Advertisers.

Österlind Printing Press and Manufacturing Co.

*That Is the Kluge
AUTOMATIC FEEDER*

which perfects and completes the Österlind
Job Cylinder Press. *There are none better*



**The Österlind
Printing Press**

of today embodies all of the features which meet the exacting requirements of the 20th Century Printing office. That the Österlind Job Cylinder Press is Built Right—Runs Right—Prints Right, there can be no doubt. Seven years of continuous service in hundreds of offices all over the world justifies our claims.

Speed of
4,000 per hour
Sheet Size
12 x 19 inches
Type Size
11½ x 18 inches

INVITATION We are so proud of this Österlind Job Press that we want every person interested in printing to see the *Full Equipment Running* in the window at 441 South Dearborn Street, Chicago, continuing for thirty days. Open evenings until 9:00 o'clock. You can not afford to miss this opportunity.

Österlind Printing Press and Manufacturing Co.

General Office, Central Bank Building, St. Paul, Minnesota, U. S. A.

Factory at South Stillwater, Minn.

Chicago Agency
441 S. Dearborn Street
Tel. Harrison 5891

123 Princess Street, Winnipeg

MILLER & RICHARD, Sole Canadian Agents

CANADA

New York Agency
261 Broadway, New York

7 Jordan Street, Toronto

Space in the

GRAPHIC ARTS EXPOSITION

at the

COLISEUM, CHICAGO

JULY 23 to 30

Is being more rapidly taken than even the most sanguine of its sponsors had expected. Up to the close of the second week in January the following manufacturers and supply men have either purchased or reserved space:

SPACES SOLD AND RESERVED.

American Assembling Machine Company
American Printers' Roller Company
American Type Founders Company
Anderson & Company, C. F.
Barnhart Bros. & Spindler
Barrett-Cravens Company
Bracket Stripping Machine Company
Berry Machine Company
Boston Wire Stitcher Company
Ben Franklin Monthly
Bunn & Company, B. H.
Chicago Employing Electrotypers' Ass'n
Chicago Metal Mfg. Company
Chicago Roller Company
Cleveland Folding Machine Company
Cline Electric & Mfg. Company
Coes, Loring & Company
Collins, Charles
Cowan Truck Company

Dexter Folder Company
Golding Mfg. Company
Hacker Mfg. Company
Hall Company, A. W.
Hamilton Mfg. Company
Hancock Perfecting Lineup Machine Co.
Inland Printer Company, The
Indiana Chemical & Mfg. Company
Intertype Corporation
Johnson Automatic Roller Rack Co., Ltd.
Kelly Press
Lanston Monotype Machine Company
Latham Automatic Registering Company
Latham Machine Company
Manz Engraving Company
McCain Mfg. Company
Mergenthaler Linotype Company
Meyer Company, E. W.
Miller Saw-Trimmer Company

Osterlind Printing Press & Mfg. Company
Pitt, Inc., John W.
Premier Register Table
Printing Machinery Company
Production Meter Company
Rapid Electrotype Company
Rosback Company, F. P.
Rouse & Company, H. B.
Royal Electrotype Company
Smyth Company, Jos. E.
Speedumatic Company
Steubing Truck Company
Stevenson Company, Inc., Ashton G.
Taylor Registering Projector Company, The
Thompson Type Machine Company
Turner, "Gene"
Typodex Company
Vandercook Press
Wesel Mfg. Company, F.

This list is representative of the Printing and Allied Trades and reflects the wide interest taken in the Exposition by all branches of the Industry. Those who fail to engage space will miss the greatest opportunity of reaching the combined Trades that has been offered in many years.

Endorsed by the United Typothetae of America, Franklin Typothetae of Chicago, Chicago Employing Electrotypers Association.

It is not a money making plan for the benefit of any individual or organization — all surplus remaining after expenses are paid will be prorated among exhibitors.

THE EXPOSITION IS CONDUCTED BY

*The CHICAGO CLUB of
PRINTING HOUSE CRAFTSMEN*

*In connection with the
SECOND ANNUAL CONVENTION
of the*

International Association of Printing House Craftsmen

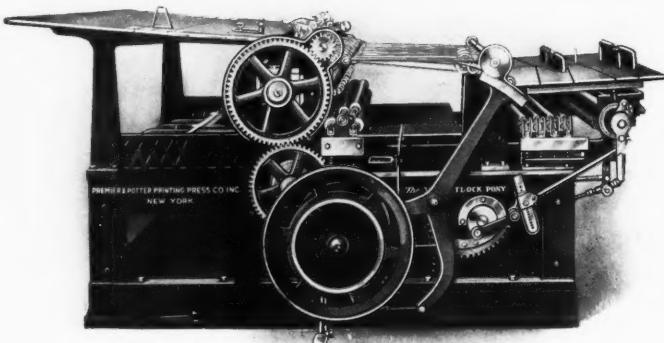
For details address the

CHICAGO CLUB of PRINTING HOUSE CRAFTSMEN
660 TRANSPORTATION BUILDING, CHICAGO

Please Mention THE INLAND PRINTER When Writing to Advertisers.

The WHITLOCK Two-Revolution PONY PRESS

*—standard
pony press
of the
world.*



No cylinder printing press is so profitable an investment for the printer as the Whitlock Pony. Its reputation is worldwide. Smooth in its operation, quick to make ready and to get the form on and the work off, with a fine distribution, even and rigid impression, exact register, easy to feed and to operate, simple and durable — all these elements combine to make it the most popular of all the pony presses. It is as profitable for the large printing office with many cylinder presses as it is for the small printer whose only cylinder it is. It will print everything from an envelope to a sheet the full size its type bed will take, and from the lightest form to one with many halftones. It takes the place of the jobber — producing the work more quickly, of finer quality, and with less labor. Its speed is as fast as it can be fed with register. In short, *The WHITLOCK PONY* is the SWIFTEST, SMOOTHEST, SIMPLEST, MOST CONVENIENT, and MOST DURABLE of all pony presses. It is the Standard Pony Press of the World.

PREMIER & POTTER PRINTING PRESS CO., Inc.
SUCCEEDING THE WHITLOCK AND POTTER COMPANIES

The Premier, The Whitlock Pony, The Potter Offset, The Potter Tin Printing Press

NEW YORK: 1102 AEOLIAN BLDG., 33 West 42d Street

CHICAGO: 506 FISHER BLDG., 343 S. Dearborn Street

PITTSBURGH: 510 OLIVER BLDG., Smithfield and Oliver Streets

ATLANTA, GA.: MESSRS. J. H. SCHROETER & BRO., 133 Central Avenue

SAN FRANCISCO, CAL.: SHATTUCK & BICKFORD, INC., 345-355 Battery Street

BOSTON: 720 RICE BLDG., 10 High Street

CANADA WEST
MESSRS. MANTON BROS.
105 Elizabeth Street, Toronto, Ont.

CANADA EAST
GEO. M. STEWART, Esq.
92 McGill Street, Montreal, P. Q.

MARITIME PROVINCES
PRINTERS' SUPPLIES, LTD.
27 Bedford Row, Halifax, N. S.

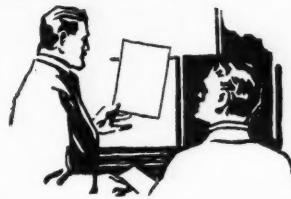


Home of the
GLOBE
ENGRAVING &
ELECTROTYPE
COMPANY

❖
**DESIGNING
 RETOUCHING
 HALFTONES
 ZINC ETCHINGS
 COLOR PLATES
 WAX & WOOD
 ENGRAVINGS
 LEAD MOULD
 NICKEL-STEEL
 ELECTROTYPE**
 ❖

701-721 S. DEARBORN ST., CHICAGO
Telephones, HARRISON 5260-5261-5262 All Departments

Selling the printer who "has to be shown"



WHEN a concern does one thing for more than 100 years, and maintains a distinct leadership during all this time, there can be but one reason for such unusual success—QUALITY.

If you are in the habit of buying gummed stock without specifying a brand, insist on JONES' on your next order. The cost will be no more than that of the ordinary kinds of uncertain value, but the *quality* and the work you turn out on it will surpass anything you have ever done before.

By specifying JONES' you enable us to "show you" what an unusually good gummed stock your money will buy—and remember, JONES' paper will not curl or cake.

Samples gladly sent upon request.

SAMUEL JONES & COMPANY
Leaders since 1810

Newark, New Jersey



Proposals for Printing

PROPOSALS FOR PRINTING are invited for the printing and furnishing of all blanks and printed matter to be used by this Society during the coming year; also for the furnishing of lodge regalia, pins, etc., for the year 1921. Detailed information with specifications and conditions will be furnished on application. Bids will be opened in May, 1921.

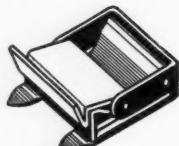
SUPREME FOREST WOODMEN CIRCLE

MARY E. LA ROCCA, Supreme Guardian
DORA ALEXANDER TALLEY, Supreme Clerk

W. O. W. Building, Omaha, Neb.

Strait's Patent Lever Feed Guide

The Logical Successor to the Quad



\$27.00.....per Gross
14.00.....per ½ Gross
2.50.....per Dozen
1.35.....per ½ Dozen
0.75.....per Set (3)

Grips draw-sheet directly at feed line. Two important points of advantage:

First, it is impossible to feed under it; *second*, the feed line may be located within one-eighth inch, or even less, of lower extremity of tympan.

Order from your dealer or the manufacturer

H. H. STRAIT, Overland, Mo.

New Business Without Cost

Appearance of Our Neat Cards in Case



is generally a delusion and a snare; but the progressive printer who provides his customers, both present and prospective, with

PEERLESS PATENT BOOK FORM CARDS

can not only get new business without cost, but stir up a lot of business from his present customers; these cards are a trade-mark for up-to-the-minute tradesmen. Can the printer afford to be less up-to-date than his customers? Get these cards into your business; your customers want them and are getting them elsewhere; why not let them get them from you? These cards have no rival, no competitors; they are the "wonder of the world of cards." Write for trade price and samples and do it today.

The John B. Wiggins Co. Established 1857

Engravers, Die Embossers, Plate Printers, 1104 S. Wabash Ave., CHICAGO

A Book for Operators and Machinists—

—by JOHN S. THOMPSON
Author of—
“History of Composing Machines”
“Correct Keyboard Fingering”
and other works.

[280 pages; illustrated; handy pocket size,
4 3/4 x 7; substantially bound in flexible
leather; price, \$2.50; postage 10c extra.]

“The Mechanism of the Linotype”

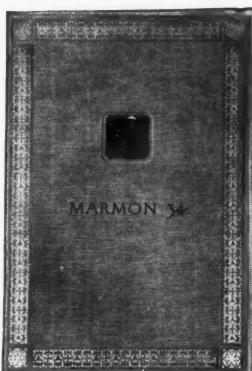
First published in THE INLAND PRINTER under the title, “The Machinist and the Operator,” and later in revised form as a textbook, has become the standard reference work on the subject of the linotype machine. For a thorough understanding of slug-casting machines this book has no equal. The present (seventh) edition embodies the late improvements in the linotype, and for this reason should be in the possession of every operator and machinist. Its practices and teachings have been thoroughly tested and found good. Order your copy today—it is insurance against costly delays and accidents.

THE INLAND PRINTER COMPANY
Over 10,000 in use. (Book Dept.) 632 Sherman Street, Chicago, Illinois



CONTENTS:

Keyboard and Magazine; The Assembler; Spaceband Box; Line Delivery Slide; Friction Clutch; The Cams; First Elevator; Second Elevator Transfer; Second Elevator; Distributor Box; Distributor; Vise; Automatic Stop; Pump Stop; Two-letter Attachments; Mold Disk; Metal Pot; Automatic Gas Governor; How to Make Changes; The Trimming Knives; Tabular Matter; Oiling and Wiping; Models Three and Five; Models Two, Four, Six and Seven; Models Eight, Eleven and Fourteen; Models Nine, Twelve, Sixteen, Seventeen, Eighteen and Nineteen; Models Ten, Fifteen and K; Plans for Installing; Measurement of Matter; Definitions of Mechanical Terms; Adjustments; Procedure for Removing and Replacing Parts; Causes for Defective Matrices; Things You Should Not Forget; List of Questions.



Samples of the stock that covered this book are shown with other colors in the new Patrician Sample Book. Kindly use business letterhead when inquiring.

Patrician Covers

Carry the Story of Marmon Motor Cars

"It's a Marmon" is conceded sufficient description to convey the highest type of merit in motor cars.

"It's Patrician" has become equally significant of inherent good quality in cover papers.

It is not strange, therefore, that Patrician Cover with its rare beauty and service ability should be employed as a fitting binder for the story of Marmon goodness. Patrician Cover is notable for its strength and its adaptability for fine printing and embossing as well as for its rich color tones.

The use of Patrician Cover in the finer booklets of such industrial leaders as the Detroit Steel Products Co., Cole Motor Car Co., and others, shows the appreciation of the careful advertising man for cover paper that worthily represents a good product.

No less important is the fact that engraving houses and the better class of printers use Patrician Cover when they want to show what really fine work they can produce through artistic printing and engraving. You can make your direct mail matter equally attractive.

**PENINSULAR PAPER COMPANY
YPSILANTI, MICH.**

Makers of Uncommon Cover Papers

Production is the Cry of the Hour

Talk five minutes to any printer and it is foremost in the conversation.

This applies to gummed papers as well as unguammed.

You get both quality and quantity production when using

Ideal Guaranteed Flat Gummed Papers

Insist on this label:



IDEAL COATED PAPER COMPANY

Main Office: Brookfield, Mass.

Mills: Brookfield, Mass., Chicago, Ill.

Chicago Office
1858-9 Transportation Building

New York Office
150 Nassau Street

Cincinnati Office
600 Provident Bank Building

ADVANCE ANNOUNCEMENT

Fortified Interchangeable Electric Pot

We have completed our latest achievement sixty days ahead of schedule, and, while more extensive advertising is being prepared, can accept a few orders for early delivery.

The Fortified Interchangeable Electric Pot is the result of more than three years of electric pot manufacture. Not just "Another Electric Pot" but an Electric Pot that is an electrical marvel and a typesetting machine necessity.

It is a complete new pot of our own manufacture (not a gas pot converted) and fits Linotype, Intertype and Linograph machines without change. We knew you would never want to give up your Fortified so in future years if you trade the machine you now have for another make just keep your Fortified and drop it in the new machine. **YOU MAY TRADE YOUR MACHINE, BUT YOU'LL NEVER TRADE YOUR FORTIFIED.**

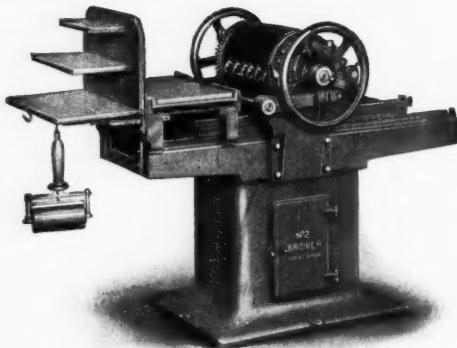
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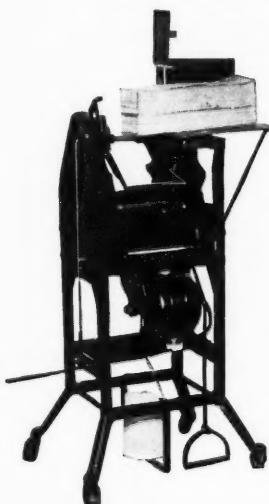
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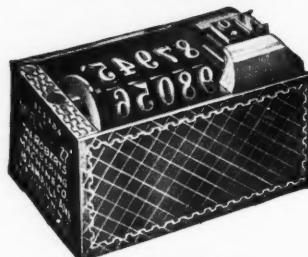
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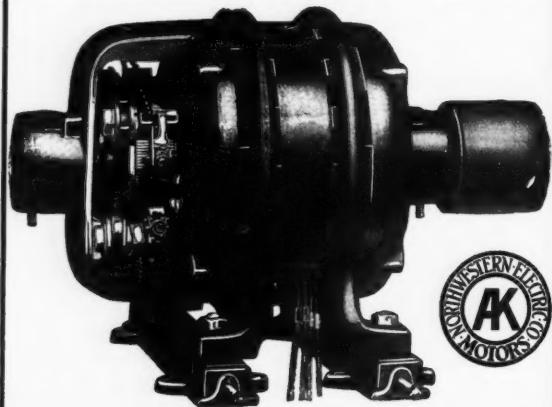
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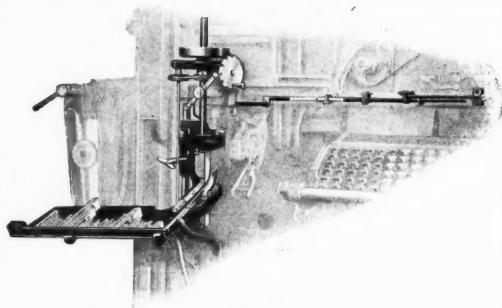
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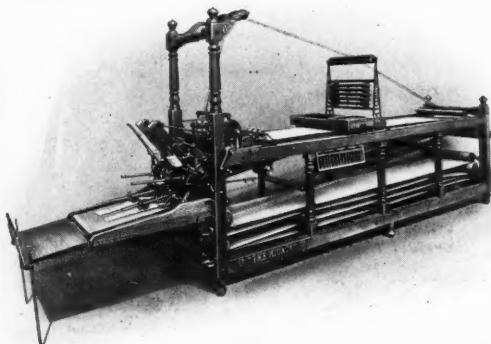


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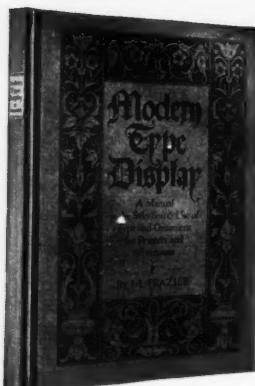
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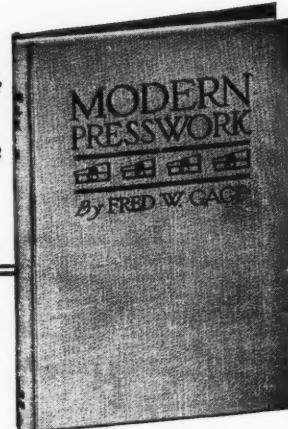
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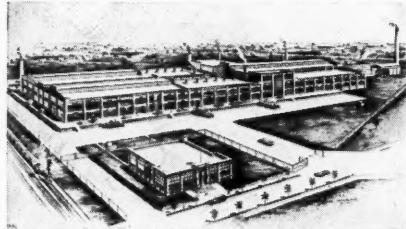
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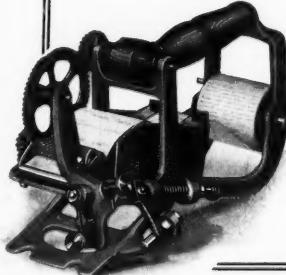
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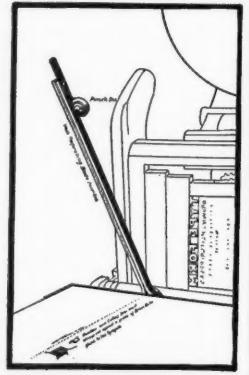
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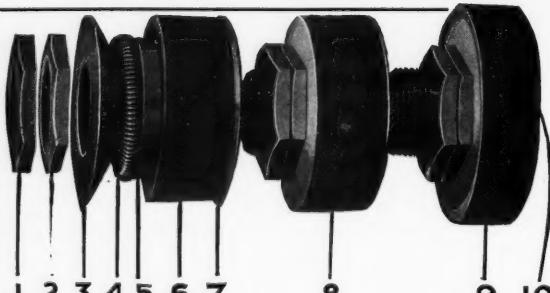
PRINT-AID COMPANY, Dayton, Ohio

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Warner Expansion Roller Trucks

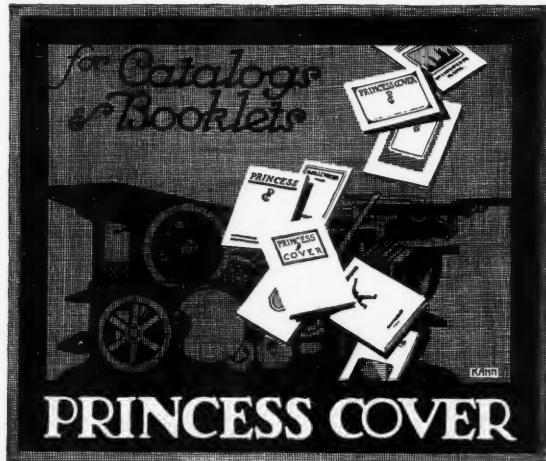
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The Monitor system of automatic motor control for printing presses and other machines makes slow speed operation absolutely precise, puts complete mastery at the pressman's fingertips, for makeready, inching or full speed. The Monitor operator knows that his press will respond instantly. Ask for complete details.

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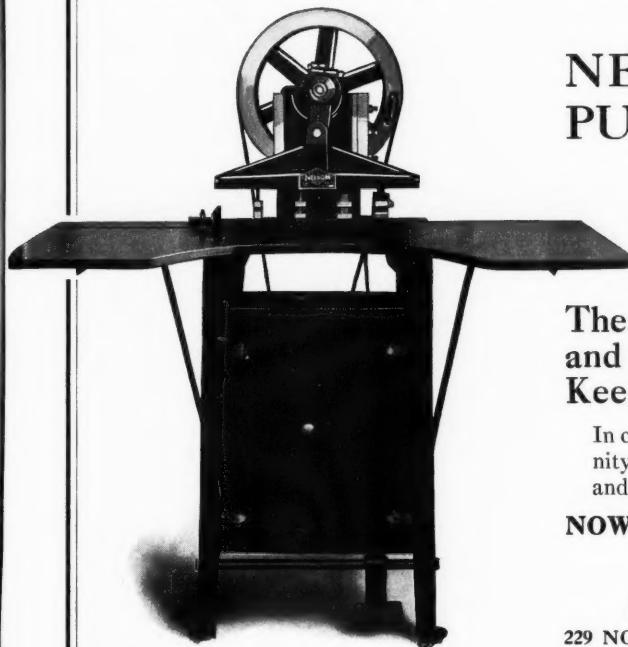
Then there are books of reference that will give you the other sort of help you need—general information on all matters connected with your work, written by men just as expert and accurate as those who write on your more particular specialty. In the printing business the man who is successful is the one who knows a great deal about Bookbinding, Advertising, Engraving and the other allied arts.

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BOOK DEPT., 632 SHERMAN STREET, CHICAGO***

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Are the Best Prospects for

NELSON HEAVY DUTY PUNCHING MACHINES

The illustration shows the advantage of special features so necessary to the handling of jobs at the machine, but not found in ordinary equipment. Note particularly

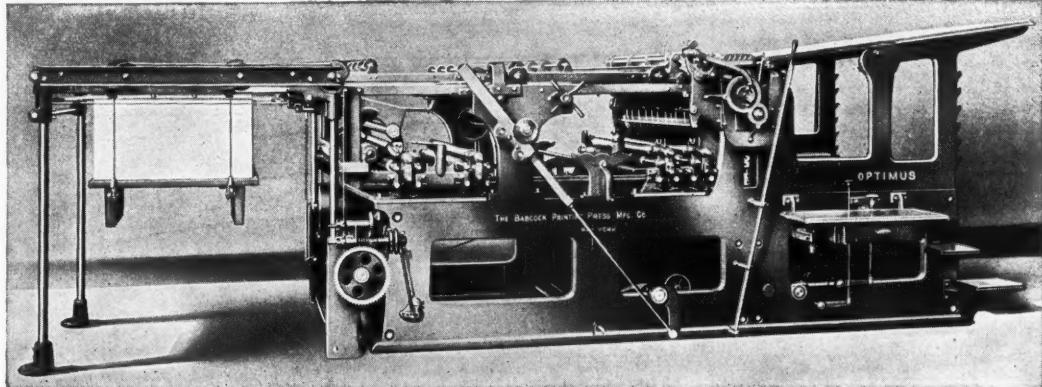
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**NOW is a good time to trade in that old machine
for high grade equipment.**

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*More Babcocks in Use
than Any Other Single Make of
Cylinder Press*

The Babcock Line is a complete line—including the Optimus Two-Revolution in all needful sizes of 4-Roller, 3-Roller and 2-Roller Presses—four types of One-Revolution Presses in many sizes—and the Babcock Automatic Piling Cutter and Creaser Presses



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Western General Sales Agents Babcock Printing Press Mfg. Co.
Chicago Dallas Kansas City Saint Louis Omaha Saint Paul Seattle

Short Cuts In the Composing Room and Pressroom

You have often wished for something that would provide a short cut for the time consumed getting forms ready for the press and waiting for an O. K. Turn into running time the non-productive time usually spent in lining up your press sheets and holding the press waiting for an O. K. on the position. It can be done with

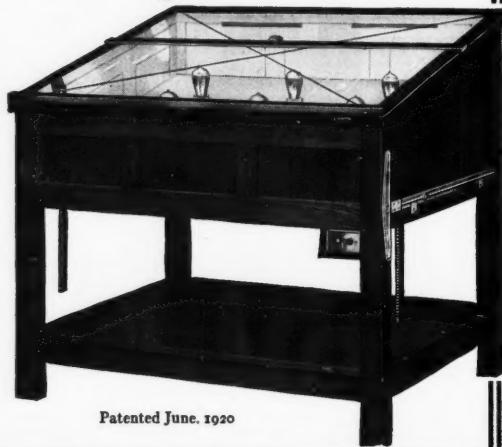
The Premier Line-up and Register Table

The stoneman can accurately line up a sheet in from two to three minutes, and thus leave the stones free for other work. If there are a number of forms on the job a key sheet is prepared, which is followed throughout the job. Thus, guesswork regarding back up and the position of future forms is eliminated. This latter feature makes a big saving in the bindery, for it is necessary to set the folder but once if the first key sheet is followed throughout.

Installations are being made as fast as the tables can be manufactured. Write today for literature and we will also gladly advise you where you can see The Premier in operation.

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136 pages, 65 illustrations in two colors.
Price \$2.10 postpaid.

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632 Sherman Street, Chicago

There Is No Business That



will bring in so large per cent of profit and that is so easily learned as making RUBBER STAMPS. Any printer can double his income by buying one of our Outfits, as he already has the Type, which can be used without injury in making STAMPS. Write to us for catalogue and full particulars, and earn money easily.

The
J.F.W. Dorman Co.
Baltimore, Md., U. S. A.

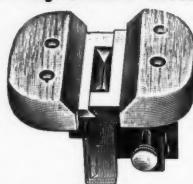
*Cast Your Own Sorts with the
Taylor Hand Adjustable Mold*

SAVE

TIME!

TROUBLE!

MONEY!



A SORTS CASTER OPERATED ENTIRELY BY HAND—CASTING TYPE AND CUTS UP TO 6 x 9 PICAS.

Write for descriptive matter.

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Linotype, Monotype,
Stereotype
Special Mixtures

QUALITY

First, Last and All the Time

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We cater to the Printing Trade in making the most up-to-date line of

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for any *Carbon Copy* work.

Also all Supplies for Printing Form Letters

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PARK RIDGE, NEW JERSEY

MANUFACTURERS FOR THE TRADE ONLY

WOODTYPE

THE BEST
AND
CHEAPEST
IN THE
MARKET

Write for Sample Sheet.

[Expert Makers:

American Brass & Wood Type Co.
302 McDougal St., Brooklyn, N. Y.

Wanted—Safe Checks

Our records tell us that National Safety Paper is used

- by over 80% of all banks in New York and Philadelphia.
- by over 70% of all banks in Chicago and Boston.
- and by hundreds of banks in smaller cities.

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You—

can make any shape panel or border quicker than handling rule or type borders—and ready to run in 5 minutes.

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- 1—You can make a die in 30 minutes.
- 2—You can take a good proof by hand without a press.
- 3—You can readily correct, alter or modify a die.
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- 5—A die is "made ready" in 5 minutes, ready to run.
- 6—It is less costly than using a second color.

Net cash \$150, or terms.

All money to be made payable to Walter J. Ellis

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"NEW METHOD"
EMBOSSING CO.**
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INDIAN BRAND **GUMMED PAPERS**

Non-Curling

Can be fed into the press like regular paper stock.

For Labels

has fine surface for color work.

Send for samples.

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Gummed & Coated
Paper Company

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Canadian Nashua
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are made of clean new rags (cuttings from garment factories) in a finely equipped mill, by specialists who have had a long practical experience.

*True Paper Economy
Consists in Using the
Right Papers*

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Ask Dept. B for new sample book.

ESLEECK MFG. COMPANY
TURNERS FALLS, MASS.

INTERTYPE

"THE BETTER MACHINE"

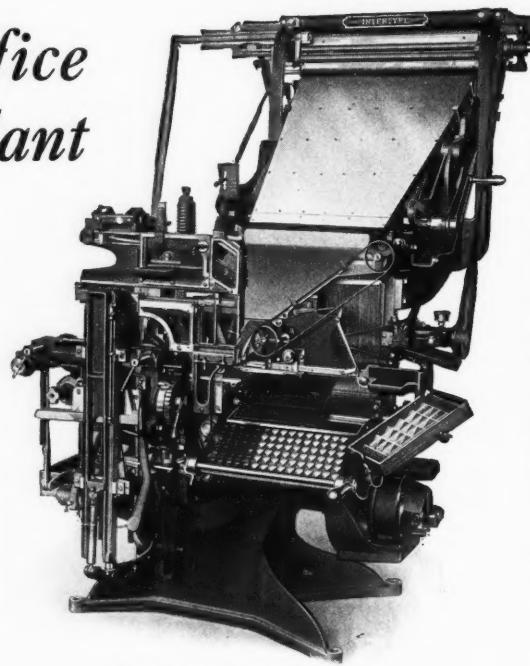
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Why not standardize your composing room? Make a clean sweep.

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All Models in ONE.

It's simply a matter of Added Units.

Insist on a complete and thorough demonstration of all machines in the presence of your practical men. Our Representatives await the opportunity to start you the Right Way — The Standardized Way.

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Intertype Corporation

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Southern Branch
160 Madison Avenue, Memphis, Tenn.

Pacific Coast Branch
86 Third Street, San Francisco, Cal.

TABLE OF CONTENTS

FEBRUARY, 1921

PAGE	PAGE		
Advertising Better Letterheads.....	657	PRESSROOM — <i>Continued</i> :	PAGE
Babcock Employees Share in Bonus.....	658	Ink Fountain Blade Is Worn.....	625
Bleyer, W. G., Heads Journalism Teachers.....	658	Leather, Printing on.....	625
BOOK REVIEW:		Luminous Ink Wanted.....	625
Achievement	655	Wants to Adjust Cylinder.....	625
Commercial Engraving and Printing	655	Printer of the Colonial Days, A.....	609
Essential Facts About Paper	655	PRINTER'S PUBLICITY:	
Printing Trades Blue Book — Greater New York Edition — 1921	655	Cooper and Knox Company.....	647
The Wellcome Photographic Exposure Record and Diary for 1921.....	630	House-Organ, An Unusual.....	646
Walden's A B C Pocket Guide for 1921.....	656	Palmer and Oliver, Inc.....	646
Bundschu Organization, First Annual Dinner of		<i>The Marked Page</i>	645
Calendars Received.....	634	Two Useful Forms.....	647
Camden (N. J.) Courier in New Home.....	658	Printer, The, Not the Customer, Should Specify the Paper	617
Champion Coated Paper Company Opens New Sales Office	657	PROCESS ENGRAVING:	
Chicago Printers' Supplymen Re-elect Old Officers	657	Abney, The Late Sir William.....	629
Chicago Wood Engraving, A Tribute to, From Far Away Japan.....	648	American Institute of Graphic Arts.....	629
Clayton, Fred W., Now Sales Manager.....	657	Artistic Holiday Greetings.....	629
COLLECTANEA TYPOGRAPHICA:		Brief Notes and Replies.....	630
Early Objection to Advertising	622	<i>Marshall's Monthly Message</i>	630
Hoe, Robert, Founder of the Firm of R. Hoe & Co., Episode in the Life of	621	" On Lending a Punch Bowl "	630
Printing House Three Centuries Old, A.....	622	Photoengravers' Advertising	629
Composing Room Foreman, The.....	612	Precautions for Processworkers	629
CONTRIBUTED:		Royle Machinery, A River Responsible for	630
Composing Room Foreman, The	612	" The Pictorial Photographers' Annual "	630
Curios Found in the Dictionary	624	PROOFROOM:	
House-Organ, Printer's, Cashing in on the	615	" But that " Questioned	623
Partition, The	638	Pulled Lines	623
Platen Press Perforating, An Aid to	626	Somebody Else's	623
Possibilities of a Small Plant, The	627	Rapid Roller Company in New Quarters	657
Printer of the Colonial Days, A	609	SPECIMEN REVIEW	639
Wages, Production and Unionism — Some Food for Serious Thought	650	TRADE NOTES:	
CORRESPONDENCE:		Advertising Better Letterheads	657
Paper Standardization Movement, The	619	Babcock Employees Share in Bonus	658
" Scrapping the Period in Addresses "	619	Bleyer, W. G., Heads Journalism Teachers	658
COST AND METHOD:		Bundschu Organization, First Annual Dinner of	660
Advertising Your Own Business	631	Camden (N. J.) Courier in New Home	658
Cost System, The Advantages of the	631	Champion Coated Paper Company Opens New Sales Office	657
Equipment, The Right	632	Chicago Printers' Supplymen Re-elect Old Officers	657
What Is an Hour?	632	Clayton, Fred W., Now Sales Manager	657
Where Is Your Office?	631	D. & W. Sales Force, Annual Meeting of	657
Curios Found in the Dictionary	624	Engraving, A Useful Pamphlet on	657
D. & W. Sales Force, Annual Meeting of	657	Franklin Printing Company, Annual Dinner of	660
EDITORIAL:		Goes Bond Blanks, New	658
Editorial Notes	617	Herbert Takes Over <i>National Printer-Journalist</i>	659
Good Boosters — We Compliment Them	618	Hoff Slitter and Perforator Growing in Favor	659
Graphic Arts Exposition, The	618	Howard Paper Mill, New Year's Dance at	657
Is the Manufacture of Carbon Black to Be Prohibited?	617	Huber Ink Works, Additions to	657
Printer, The, Not the Customer, Should Specify the Paper	617	Jaenecke-Ault Company Wins Court Decisions	660
Engraving, A Useful Pamphlet on	657	Lawson, E. P., Company, Salesmen of, Visit Seybold Plant	658
Foreign Graphic Circles, Incidents in	620	Ludlow Sales Convention	659
Franklin Printing Company, Annual Dinner of		Miller Saw-Trimmer Salesmen's Convention, Third Annual	660
Goes Bond Blanks, New	658	Monotype Opens New Sales Office	657
Good Boosters — We Compliment Them	618	Nebraska Daily Coming to the Front	660
Graphic Arts Exposition, The	618	New York Publishers Move	658
Graphic Arts Exposition Will Be Big Event in Printing Industry	650	Oppose Forty-four Hour Week	658
Herbert Takes Over <i>National Printer-Journalist</i>	659	Porte Employees in Holiday Frolic	659
Hoff Slitter and Perforator Growing in Favor	659	Press Congress to Meet in Honolulu	659
House-Organ, Printer's, Cashing in on the	615	Rapid Roller Company in New Quarters	657

Where the Buyer Benefits

How More Favorable Buying Conditions Are Being Created by Advertising in This Paper at This Time

Through regular advertising, sellers are making buying opportunities, instantly available. By publicly committing themselves in their advertising, they are giving you a strong assurance of faithful performance.

Advertisers are cutting sales costs through the use of advertising as a SALES MACHINE just as they reduce production costs by improved machinery methods.

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Each has subscribed to and is maintaining the highest standards of practice in their editorial and advertising service.

Advertising and Selling
American Architect
American Blacksmith
American Exporter
American Funeral Director
American Hatton
American Machinist
American Paint Journal
American Paint and Oil Dealer
American Printer
American School Board Journal
Architectural Record
Automobile Dealer and Repairer
Automobile Journal
Automotive Industries
Bakers Weekly
Boiler Maker
Boot and Shoe Recorder
Brick and Clay Record
Buildings and Building Management
Building Supply News
Bulletin of Pharmacy
Canadian Grocer
Canadian Railway & Marine World
Candy and Ice Cream
Chemical & Metallurgical Engineering
Clothier and Furnisher
Coal Age
Coal Trade Journal
Concrete
Cotton
Daily Metal Trade
Distribution and Warehousing
Domestic Engineering
Dry Goods Economist
Drygoodsman
Dry Goods Reporter
Electric Railway Journal
Electrical Merchandising
Electrical Record
Electrical World
Embalmers' Monthly
Engineering and Contracting
Engineering and Mining Journal
Engineering News-Record
Factory
Farm Implement News
Farm Machinery—Farm Power
Fire and Water Engineering
Foundry (The)
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Furniture Manufacturer and Artisan
Furniture Merchants' Trade Journal
Gas Age
Gas Record
Grand Rapids Furniture Record
Haberdasher
Hardware Age

This means ability to make LOWER PRICES to you

Advertising in a buyer's own paper caters to his convenience; it saves the buyer's time; it helps the buyer weigh and balance rival claims; when the salesman calls, it saves the time of both buyer and salesman by providing the foundation for intelligent judgment.

None but good concerns are admitted to the advertising pages of members of The Associated Business Papers, Inc.

The seller who is building reputation through advertising will jealously guard that reputation in every transaction, beginning with the merit of the merchandise.

Advertising indicates progressiveness, not alone in selling, but throughout the entire business.

By advertising, the seller is publicly displaying his ability and desire to serve you, instead of silently relying upon the necessity of the buyer to produce orders.

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Hospital Management
Hotel Monthly
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Industrial Arts Magazine
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Iron Age
Iron Trade Review
Lumber
Lumber Trade Journal
Lumber World Review
Manufacturers' Record
Manufacturing Jeweler
Marine Engineering
Marine Review
Millinery Trade Review
Mill Supplies
Mining and Scientific Press
Modern Hospital
Motor Age
Motorcycle and Bicycle Illustrated
Motor Truck
Motor World
National Builder
National Druggist
National Petroleum News
Nautical Gazette
Northwest Commercial Bulletin
Northwestern Druggist
Nugent's, The Garment Weekly
Oil News
Oil Trade Journal
Plumber and Steam Fitter
Power
Power Boating
Power Farming Dealer
Power Plant Engineering
Price Current—Grain Reporter
Printers' Ink
Railway Age
Railway Electrical Engineer
Railway Maintenance Engineer
Railway Mechanical Engineer
Railway Signal Engineer
Retail Lumberman
Rubber Age and Tire News
Shoe Findings
Shoe and Leather Reporter
Shoe Retailer
Southern Engineer
Southern Hardware & Implement
Journal
Sporting Goods Dealer
Starchroom Laundry Journal
Tea and Coffee Trade Journal
Textile World Journal
Welding Engineer
Woodworker

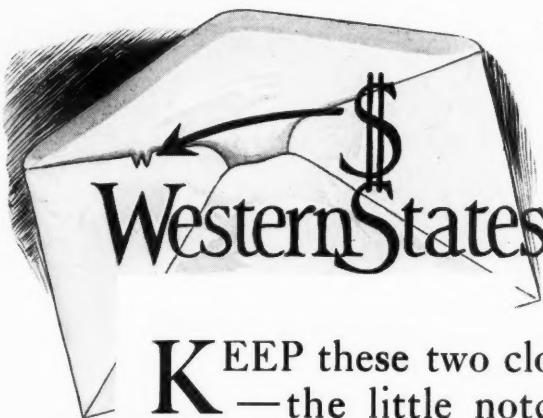
THE ASSOCIATED BUSINESS PAPERS, INC.

JESSE H. NEAL, EXECUTIVE SECRETARY

HEADQUARTERS:

220 West 42nd Street

NEW YORK CITY



Dollars *and the* TradeMark

KEEP these two closely linked in your mind — the little notched "W" trademark of Western States service and the dollar sign of bigger business and easier profits.

The Western States system of making envelopes AFTER the printing has been done in the sheet, is a money-making, trade-building *principle* for the hundreds of printers who are now figuring their jobs that way.

Ten years of pioneering experience have perfected almost incredible short cuts and economies that are at your service. Ask today for our free Service Book and latest price list.

Probably Western States Has It

We have done so well at keeping up sizes, varieties and grades that you better put your envelope questions up to us before assuming that you "can't get it."





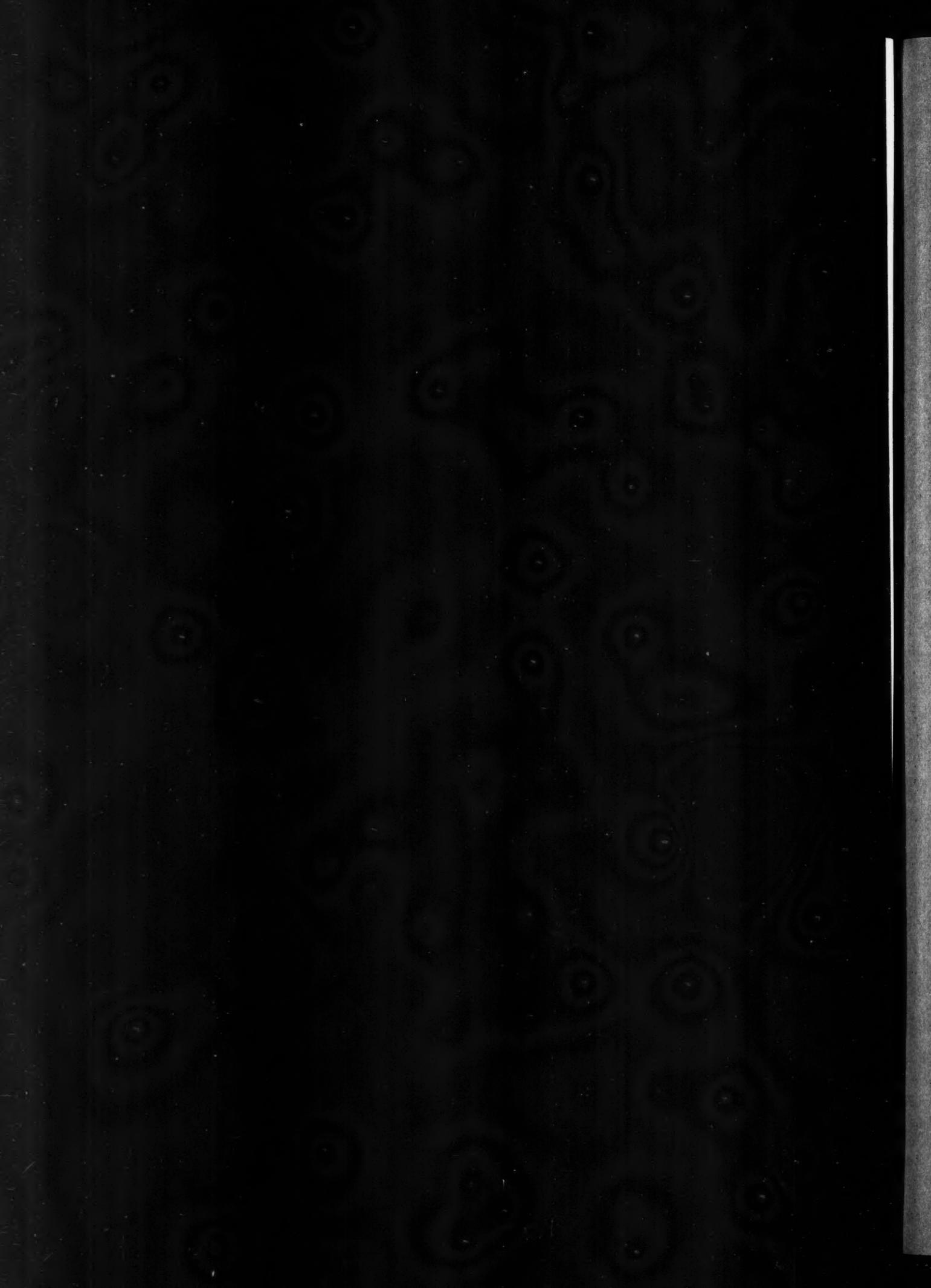
Our papers are supplied in fine wedding stationery, visiting cards, and other specialties, by Eaton, Crane & Pike Co., Pittsfield, Mass., and 225 Fifth Avenue, New York, whose boxes containing our goods bear the word CRANE'S.

INDEX TO ADVERTISEMENTS

PAGE	PAGE
Adzit Printers Supply Co.....	570
American Assembling Machine Co.....	593
American Brass & Wood Type Co.....	706
American Numbering Machine Co.....	683
American Printing Ink Co.....	694
American Steel Chase Co.....	697
American Type Founders Co.....	592, 601
Associated Business Papers, Inc.....	710
Ault & Viborg Co.....	674
Automatic Printing Devices Co.....	570
Avery Galley Co.....	604
Babcock Printing Press Mfg. Co.....	572
Barnhart Bros. & Spindler.....	705
Barton Mfg. Co.....	697
Birmingham & Prosser Co.....	672
Berry Machine Co.....	605
Bingham's, Sam'l, Son Mfg. Co.....	680
Blatchford, E. W., Co.....	706
Blomgren Bros. Co.....	607
Boston Wire Stitcher.....	592
Brower, A. T. H., Co.....	694
Brown, Geo. H.....	702
Bunn, B. H., & Co.....	695
Butler Paper Corporations.....	569
Cabot, Godfrey L.....	664
Campbell Printing Press Repair Parts Co.....	697
Carmichael Blanket Co.....	602
Challenge Machinery Co.....	586, 598
Chandler & Price Co.....	578-579
Chicago Paper Co.....	668
Christensen Machine Co.....	599
Clements Paper Co.....	570
Cleveland Folding Machine Co.....	585
Collins & Co.....	664
Collins, A. M., Mfg. Co.....	670-671
Commercial Paste Co.....	570
Conner, Fender & Co.....	697
Crane, Z. & W. M.....	712
Crescent Engraving Co.....	698
Crocker-McElwain Co.....	681
Cromwell Paper Co.....	Cover
Dexter, C. H., & Sons.....	703
Dexter Folder Co.....	571
Dick, Rev. Robt., Estate.....	701
Dickinson, John, & Co.....	694
Dinse, Page & Co.....	701
Dorman, J. F. W., Co.....	706
Dowd Knife Works.....	582
DuPont Fabrikoid Co.....	573
Durant Mfg. Co.....	664
Eagle Printing Ink Co.....	697
Eastern Brass & Wood Type Co.....	697
Eastern Mfg. Co.....	685, 687
Ellis New Method Embossing Co.....	707
Embossograph Process Co.....	663
Endless Tape Compound Co.....	570
Engdahl Bindery.....	697
Esleek Mfg. Co.....	707
Ewald, L.....	697
Field, Wm. A., Co.....	591
Forest City Bookbinding Co.....	697
Fortified Mfg. Co.....	694
Fuchs & Lang Mfg. Co.....	581
Gilbert Paper Co.....	673
Globe Engraving & Electrotype Co.....	691
Goes Litho Co.....	684
Golding Mfg. Co.....	581
Goss Printing Press Co.....	702
Graphic Arts Exposition.....	689
Hacker Mfg. Co.....	695
Hamilton Mfg. Co.....	583
Hammermill Paper Co.....	666-667
Hancock Perfecting Lineup Machine Co.....	698
Hansen & Skotvedt.....	682
Hellmuth, Charles, Co.....	703
Hickok, W. O., Mfg. Co.....	699
Hoff, Leslie D., Mfg. Co.....	592
Horton Mfg. Co.....	599
Howard Paper Co.....	669
Ideal Coated Paper Co.....	693
Indiana Chemical & Mfg. Co.....	590
International Association of Electrotypers.....	594
International Electric Co.....	698
Intertype Corporation.....	708
Jaenecke-Ault Co.....	607
Johnson Perfection Burner Co.....	664
Jones, Samuel, & Co.....	691
Kastens, Henry.....	664
Kidder Press Co.....	601
Kimble Electric Co.....	686
King, Albert B., & Co.....	664
Kramer Woodworking Co.....	588
Laclede Mfg. Co.....	695
LaMonte, George, & Son.....	707
Langston Monotype Machine Co.....	Cover
La Societe Omnia.....	686
Latham Automatic Registering Co.....	600
Latham Machinery Co.....	595
Layton Elastic Glue Co.....	675
Lee, Geo. E., Co.....	600
Lee Hardware Co.....	596
Liberty Folder Co.....	603
Lindenmeyr, Henry, & Sons.....	678
Ludlow Typograph Co.....	675
McCain Bros. Mfg. Co.....	596
McGrath Engraving Co.....	702
Megill, Edw. L.....	661
Meisel Press Mfg. Co.....	597
Mergenthaler Linotype Co.....	Cover
Miehle Printing Press & Mfg. Co.....	587
Miller Saw-Trimmer Co.....	589
Mittag & Volger.....	706
Mohn Lino-Saw Co.....	699
Monitor Controller Co.....	703
Morgan Expansion Roller Truck Co.....	701
Murphy-Parker Co.....	697
Nashua Gummmed & Coated Paper Co.....	707
Nelson, C. R. & W. A.....	705
New Advance Machinery Co.....	699
Northwestern Electric Co.....	696
Osterlind Printing Press Co.....	688
Paper & Ink.....	696
Parker, Thomas & Tucker Paper Co.....	697
Parsons & Whittemore.....	701
Peninsular Paper Co.....	693
Penrose, A. W., & Co.....	662
Pitt, J. W.....	664
Pontiac Engraving & Electrotype Co.....	703
Porte Publishing Co.....	698
Premier & Potter Printing Press Co.....	690
Premier Register Table Co.....	706
Print-Aid Co.....	702
Printers' Supply Co.....	581
Printing Art.....	696
Ribbon Works.....	664
Richards, J. A., Co.....	697
Rising, B. D., Paper Co.....	665
Roberts Numbering Machine Co.....	696
Rouse, H. B., & Co.....	683
Royal Electrotype Co.....	574-575
Scott, Walter, & Co.....	664
Seybold Machine Co.....	701
Sheridan, T. W. & C. B., Co.....	580
Sinclair & Valentine Co.....	598
Southworth Machine Co.....	597
Sprague Electric Works.....	603
Stafford Engraving Co.....	604
Stauder Engraving Co.....	701
Strait, H. H.....	692
Supreme Forest Woodmen Circle.....	692
Taylor Hand Adjustable Mold Co.....	706
Taylor Registering Projector Co.....	602
Thompson Type Machine Co.....	605
Thomson, John, Press Co.....	584
Ticonderoga Pulp & Paper Co.....	699
Typodex Co.....	702
Ullman, Sigmund, Co.....	577
Union Smelting & Refining Co.....	701
United Printing Machinery Co.....	576
Utility Heater Co.....	606
Walker Bros.....	676
Want Advertisements.....	661
Warner Expansion Roller Truck Co.....	702
Warren, S. D., Co.....	679
Weidenmiller Die Mfg. Co.....	697
Wesel, F., Mfg. Co.....	606
Western States Envelope Co.....	711
Westinghouse Electric & Mfg. Co.....	607
Weston, Byron, Co.....	596
West Virginia Pulp & Paper Co.....	Insert
Wetter Numbering Machine Co.....	697
Whitaker Paper Co.....	677
White, James, Paper Co.....	702
Wiggins, John B., Co.....	692
Wing's, Chauncey, Sons.....	701

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ss.,
AGE
707
705
699
696
688
696
697
701
693
662
664
703
698
690
706
702
581
696
664
697
665
596
583
575
664
701
680
598
597
603
604
701
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592
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602
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684
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702
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679
97
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02
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CROMWELL Tympan Papers

Give Cleaner Impressions with
a Minimum of Make-Ready

SAVING time on make ready, and securing sharp impressions are the two great things your press foreman has to strive for. With Cromwell Traveling, Shifting and Cylinder Tympan Papers, his draw sheets are always tight—no swelling—and they need not be oiled. They are also moisture-proof, protecting the packing against dampness.

You can turn a rush job quicker with Cromwell Tympan Papers because they resist offset, enabling you to back up reasonably wet sheets. Quick delivery is often your best selling argument.

Cromwell papers will take more impressions without replacing, and they never rot.

We especially recommend Cromwell Tympan Papers for trade journal and magazine printers where long runs are necessary without interruptions. It is ideal for book work and the highest grade of printing. Job printers will find it an excellent tympan paper for printing bond, linen and covers.

We carry Cromwell Tympan Papers in stock ready for quick shipment in rolls from 36 to 66 inches wide. Order today and secure the perfection and economy in printing that Cromwell Tympan Papers give.

Sample of our Tympan Paper sent on application.

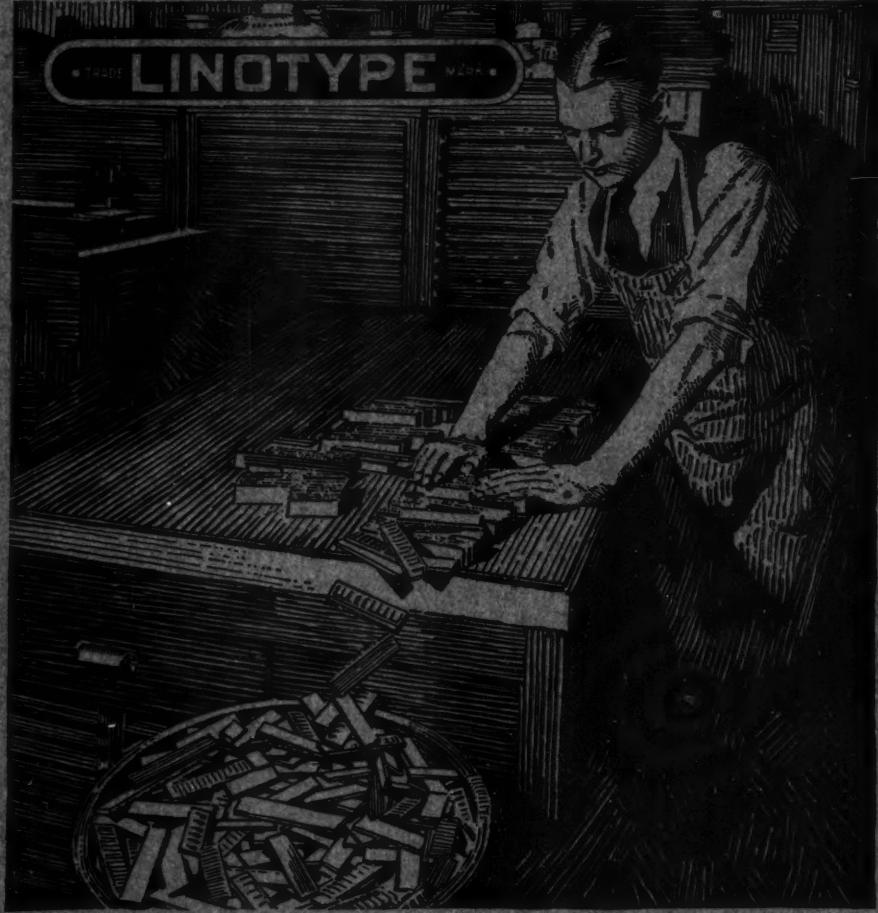
The Cromwell Paper Co.

Department I. P.

Jasper Place

Chicago, Ill., U.S.A.





THE SIGNIFICANCE OF THE SLUG-IV

THE SLUG IS A PERMANENTLY LIVE ASSET

Following its saving in composition, revision, make-up, lock-up, and pressroom, the LINOTYPE slug produces its great final saving when the job is off the press. Three minutes' work removes the furniture of a form, and in another two minutes the cuts are removed and the type tossed into the hell-box—a total of five minutes to clean up a job.

MERGENTHALER LINOTYPE
COMPANY